

Winchester Boulevard and Santana Row/Valley Fair Urban Villages



Winchester Advisory Group Meeting #18

December 12, 2016

6:30 pm

Tonight's Discussion

1. Placemaking and Open Space Framework
2. Public Financing and Implementation
3. Revisit Land Use and Heights diagrams

Urban Village Plans Contents

- **Big Ideas** (*Oct. meeting*)
- **Land Use** (*Oct. meeting*)
- **Circulation and Streetscape** (*Nov. meeting*)
- **Urban Design Framework** (*Nov. meeting*)
- **Parks, Plazas and Placemaking**
- **Finance/Implementation**

Placemaking and the Open Space Framework



Placemaking

General Plan Goals and Policies

- Integrate high impact public art at key locations: transit stations, trail network; community facilities (AC-2.1)
- Cultivate community-based art projects (AC-2.1)
- Include cultural amenities in private development (AC-2.3)
- Incorporate public art in open space design to reflect the cultural and historic identity (PR-4.5, 4.6)

Placemaking

Community Desires for Public Art

Online Survey (372 participants)

- Memorable places:
 - *Winchester Mystery*
 - *Santana Row*
 - *Century Theaters*
- Suggestions on placemaking:
 - *Public art + parks and green spaces (25% of comments)*
 - *Landscaping schemes*
 - *Street/tree lighting*
 - *Student/resident artwork on murals or utility boxes*
 - *Community events: farmers' markets*

Placemaking

Small Group Discussion

1. Please complete the comment card at your table individually answering the following questions.

- **What is a great public space that you have experienced? (locally or elsewhere)**
- **What made it great?**

2. Please share your answers with others at your table.

Placemaking Presentation

Examples of Successful Placemaking in Other Cities

- Streets
- Open spaces

A “Kit of Parts”

- Different strategies for enhancing a sense of place

Group Discussion

Possible Next Steps For Placemaking Implementation

Placemaking

Street for People – Places as Art

- Elements of Distinction
- Elements of Continuity
- Elements of Change

Placemaking

Street for People

- Creating a strong identity
- Art at different scales
- Respond to day and night



Santa Monica Third Street Promenade





Portland Transit Mall



Lisbon, Portugal



East Mercer Way, Seattle



East Mercer Way, Seattle



Bellingham, WA Arts District



Bellingham, WA Arts District

Placemaking

Places as Art

- Pedestrian-oriented
- Attention to detail
- Art merged with landscape



Bergen Place Park, Seattle



Pocket Park, Pasadena, CA



Potomac Gateway Park, Arlington, VA



12th Ave Square Park and Woonerf, Seattle, WA



State College, PA



Capitol Heights, Washington, DC



Private development, Seattle, WA



Private development, Seattle, WA

Placemaking

A Tool Kit

Element of Distinction

add meaning & metaphor

Element of Continuity

unifying through repetition

Element of Change

temporary & interactive



Element of Distinction

add meaning & metaphor

large scale, character defining



Element of Distinction

iconic & functional



Element of Distinction

unique linear parks merging
art and landscape



Element of Distinction

merging art and play





Element of Distinction

making passages welcoming



Element of Distinction

small grain details





Element of Distinction

Interactive



Element of Continuity

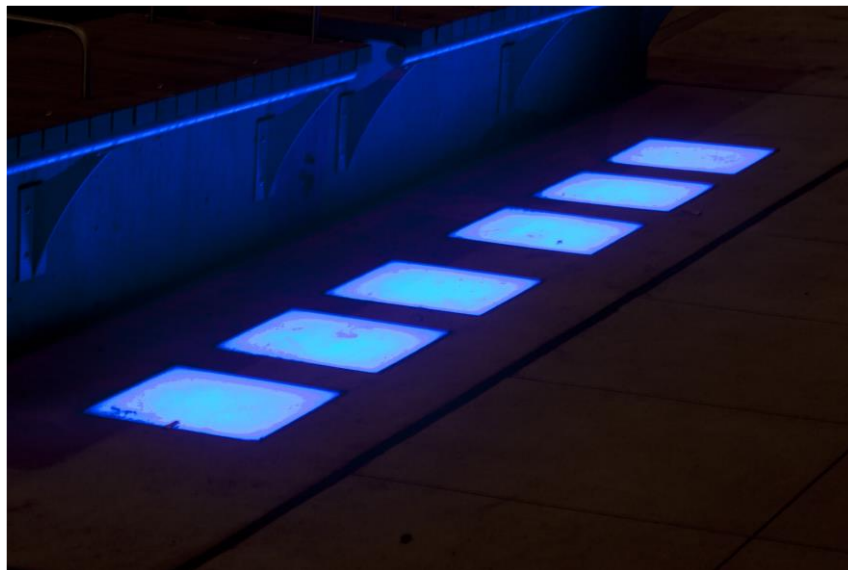
unifying through repetition

surface treatments & crosswalks



Element of Continuity

lighting





Element of Continuity

seating



Element of Continuity

utility covers





Element of Continuity

utility boxes



Element of Continuity

bike racks



Element of Change

temporary & interactive



Element of Change

art and social engagement



Element of Change

celebrating community rituals

Placemaking Questions:

1. What do you see as the role of art in the Winchester Urban Village?
 - *Establish a sense of place and identity?*
 - *Function as elements of continuity?*
 - *Provide change and dynamic interaction?*
 - *Other?*
2. What are the greatest opportunities for placemaking and public art in these two villages?
3. What will be the challenges in accomplishing a cohesive placemaking scheme?

Placemaking Implementation Next Steps

1. Engage an artist to develop an art masterplan after the Plan is adopted.
 - *Articulate values, priorities and strategies.*
 - *Describe the kinds of experiences you want to foster.*
2. Establish a budget for publicly funded work in the public realm.
3. **Policy:** *Engage artists on all future design teams for streetscape, community parks, pocket parks, pedestrian corridors and connections.*
4. **Policy:** *Encourage developers to hire artists for publicly-accessible, privately-owned spaces.*

A Framework: Example

CONTEXT

A source of civic pride and involvement

Family friendly, hardworking, respectful of the environment, dynamic as the weather

Authentic, durable, forward-looking, respectful of history, ingenious, connected

The Port Angeles waterfront is an urban park (with ships and shops!) activated by diverse nodes that encourage people to linger, stroll, engage, participate and pass through. It is a “landmark” in and of itself, celebrating the dramatic land, water and sky that envelop it.

Art at the waterfront contributes to a seamless experience of wonder and delight, making people more aware of this unique environment and their relationship to it.

EXPERIENCE APPROACH STORY CHARACTER VALUES FRAME

FRIENDLY	HANDCRAFTED/ AUTHENTIC	HEROIC PROPORTIONS	SHIFT EXPECTATIONS	MADE FRESH DAILY	CREATE CONNECTIONS
People-oriented art and design speaks equally to the visitor and resident. It feels welcoming and safe.	Port Angeles' waterfront reflects the hard work and skill of its inhabitants. Art reflects this and is inspired by history and nature.	Recognize the heroic proportion of the natural landscape. Where artwork is large scale, it should be in dialogue with the elements: earth, water, air (wind), fire (light)	Make it memorable, welcoming, change the status quo. Make it a place of high involvement both in terms of activities and level of care.	The ferry schedule and the seasons have a direct impact on the level and types of activities. Turn tourists into repeat visitors; passers-through into lingerers; residents into champions.	View Railroad Avenue (east-west) and north-south connections to Lincoln, Laurel and Oak as “fingers of a hand”—interdependent on one another for full functioning
<ul style="list-style-type: none"> • foot and bike friendly • fine grain detail • easily navigable • invite exploration and interaction 	<ul style="list-style-type: none"> • authenticity in expression • elegant in use of materials • high quality execution 	<ul style="list-style-type: none"> • symbolic • bold • inspiring • permanent 	<ul style="list-style-type: none"> • community ownership • reflect pride • demonstrate environmental stewardship 	<ul style="list-style-type: none"> • Temporary and changing artwork • seasonal events • dynamic, evolving and interactive • new traditions 	<ul style="list-style-type: none"> • integrate art in the functional streetscape • art as part of stormwater management • art as wayfinding devices

Plan Example

THE ART PLAN



ARTWORK LOCATIONS

Elements of Distinction

1. Tower of Light • •
2. Glass wall of vendor stalls* • •
3. Poetry Promenade •
4. Bridge* •
5. Mosaic Mural on Parking Garage •
6. Sound and/or kinetic sculpture •
7. Native American artworks •
8. Earthwork/ Art in Harmony w/Nature* •

Elements of Continuity

9. Waterfront Trail markers • • •
10. Artist-designed picnic/game tables •
11. Roundabout and crosswalk designs* • •
12. Boardwalk railings •
13. Bike racks (not located on the map since these should be determined with use) • • •
14. Custom tree grates •
15. Plaza paving pattern* •
16. Visitor information/restroom building* •
17. Rain gardens/storm water management* •

Elements of Change

18. Concerts, festivals, fairs, special events • • • •
19. Temporary art installations designed in concert with the landscape. •
20. Kite-making/flying festival •

* Design team opportunities. These are distinctive opportunities where an artist on the design team can make a significant contribution to the overall character of the waterfront. Artists should be engaged as members of the design team from the outset to ensure the most effective participation.

KEY
• East Activity Zone
• Central Promenade
• West Activity Zone
• Connectors

Open Space Framework

General Plan Goals & Policies: Parks, Open Space, and Recreation

- Provide equitable distribution and access to facilities (PR-3)
- Reinforce the cultural character of new and existing neighborhoods (PR-4.4)
- Encourage non-vehicular connection between facilities (PR-7.1)
- Construct facilities in close proximity to public transit (PR-7.3)
- Consider “non-traditional” open space types (parklets, rooftops, courtyards, private recreation facilities, etc.)

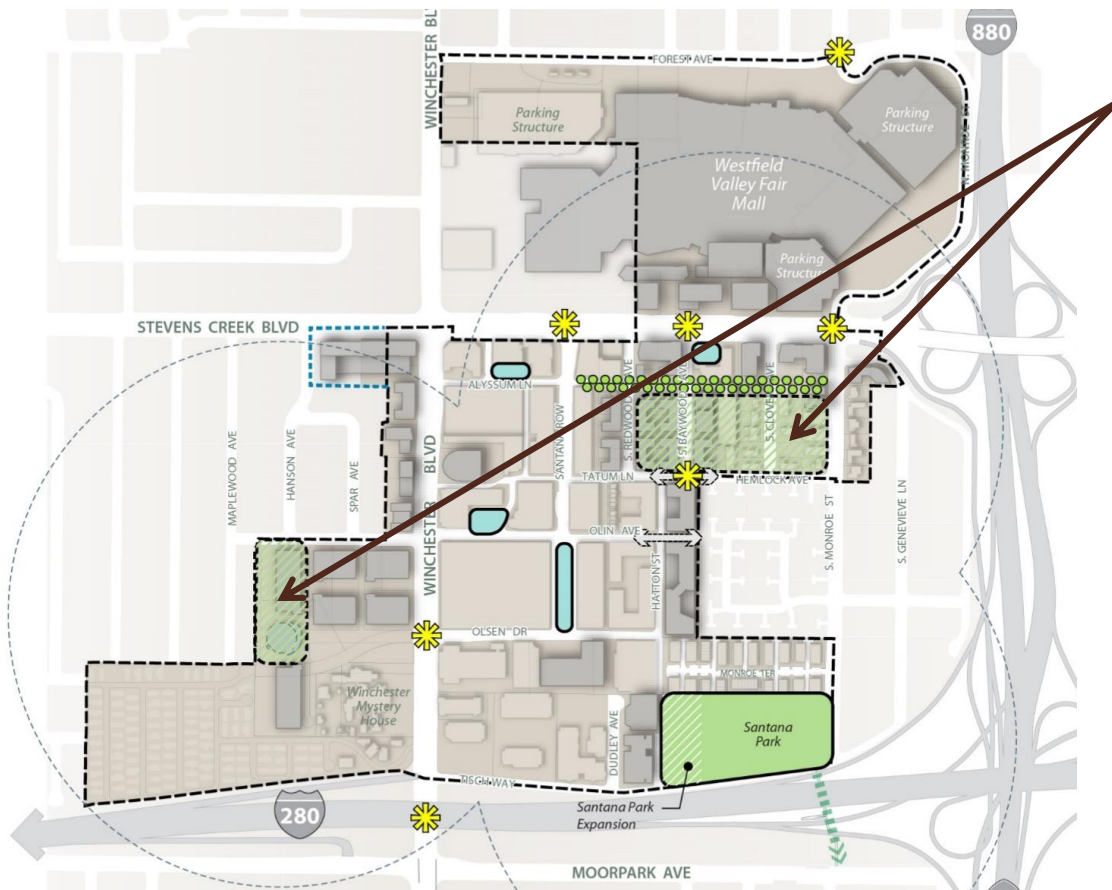
Community Desires for Open Space

Online Survey (372 participants)










Community Workshop (≥190 participants)

- More parks
- Safety and security at parks
- Walkability to parks
- Diversity in sizes and uses
- Greenbelt/buffer transition adjacent to single family homes
- Incorporation of public art and activities
- Shade trees

Parks and Open Space Framework

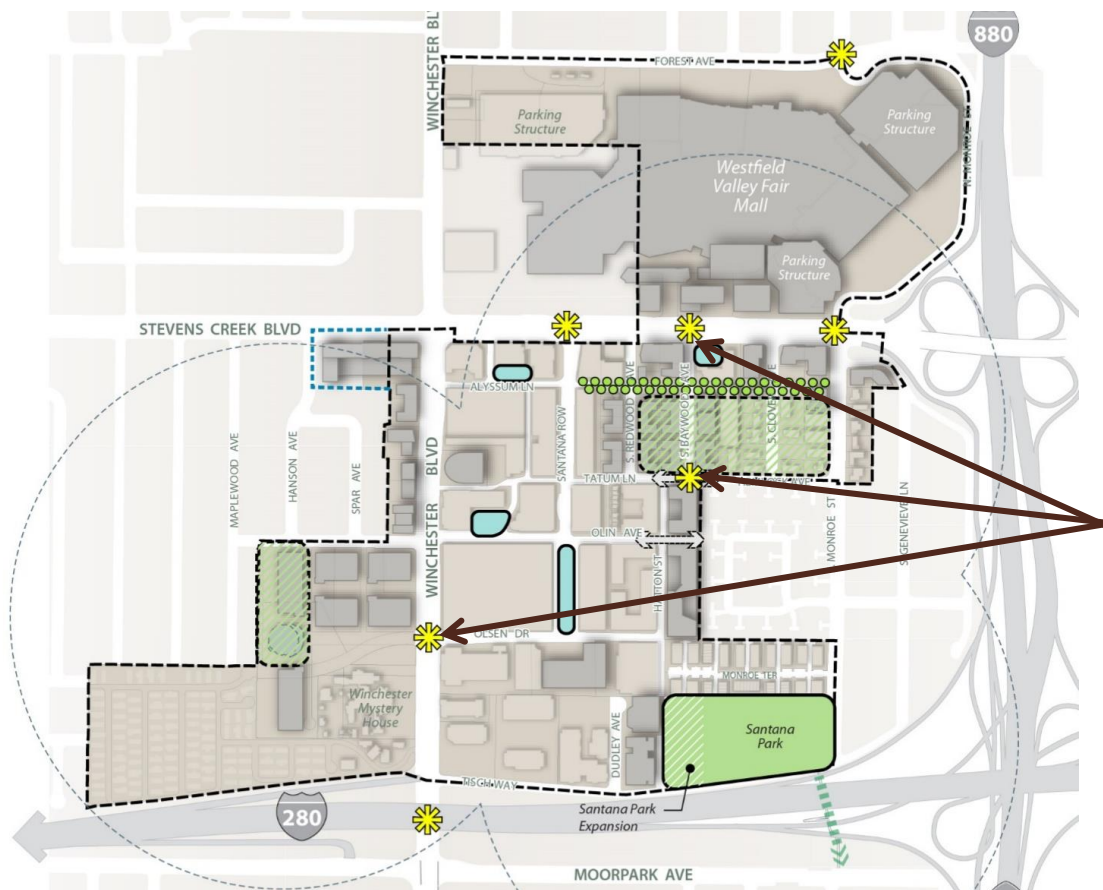


**Open space contribution
required of future
development in these
areas (*may be a small
park or plaza, but must
be within this area*)**

- | | | | |
|---|--|---|---|
|  | Existing Community/Neighborhood Park |  | 1/4 Mile Radius from Existing/Potential Community/Neighborhood Park |
|  | Area for Future/Potential Park or Plaza |  | Urban Village Boundary |
|  | Existing Plaza |  | Proposed Urban Village Boundary |
|  | Potential Green Connection (Pedestrian-only) | | |
|  | Potential Vehicular Connection | | |
|  | New or Enhanced Intersection/Crossing | | |

Santana Row/Valley Fair Urban Village

Parks and Open Space Framework



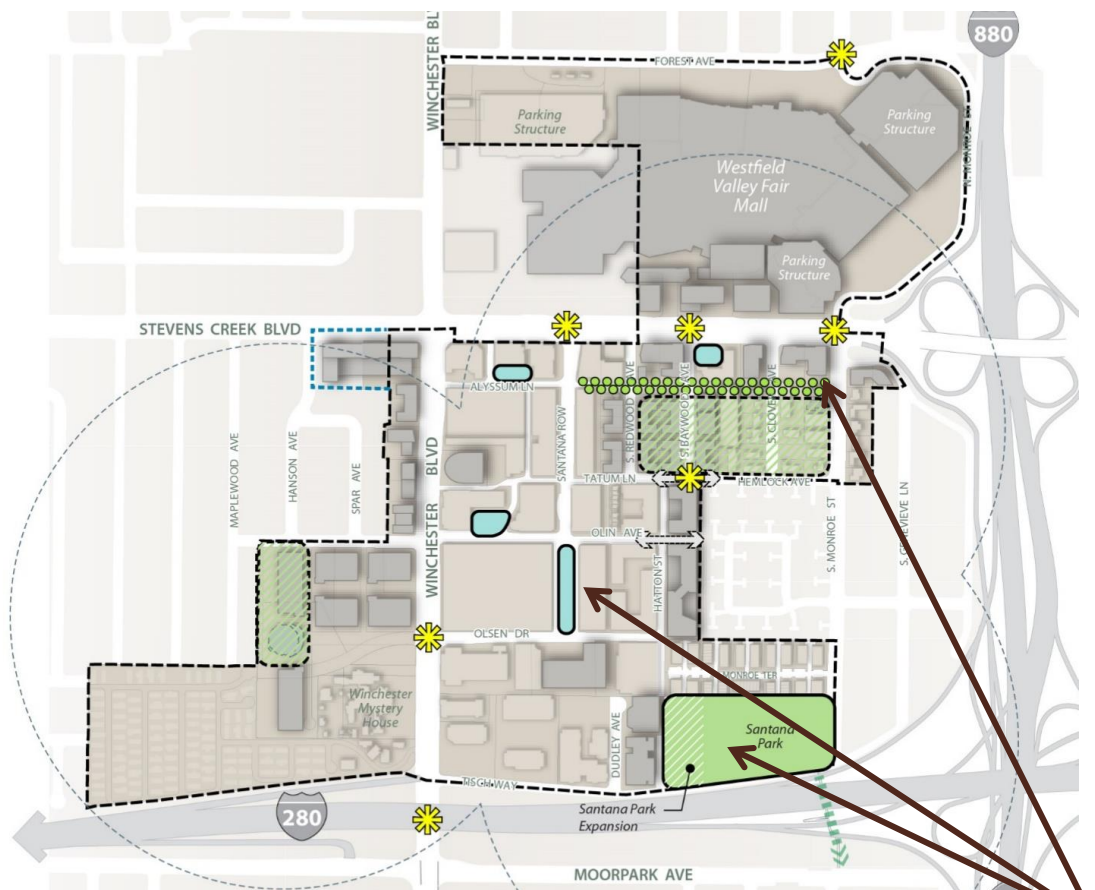
Open space contribution required of future development in these areas *(may be a small park or plaza, but must be within this area)*

Enhanced intersections and crossings near access points to parks and open spaces

- Existing Community/Neighborhood Park
- Area for Future/Potential Park or Plaza
- Existing Plaza
- Potential Green Connection (Pedestrian-only)
- Potential Vehicular Connection
- New or Enhanced Intersection/Crossing
- 1/4 Mile Radius from Existing/Potential Community/Neighborhood Park
- Urban Village Boundary
- Proposed Urban Village Boundary

Santana Row/Valley Fair Urban Village

Parks and Open Space Framework



Open space contribution required of future development in these areas *(may be a small park or plaza, but must be within this area)*

Enhanced intersections and crossings near access points to parks and open spaces

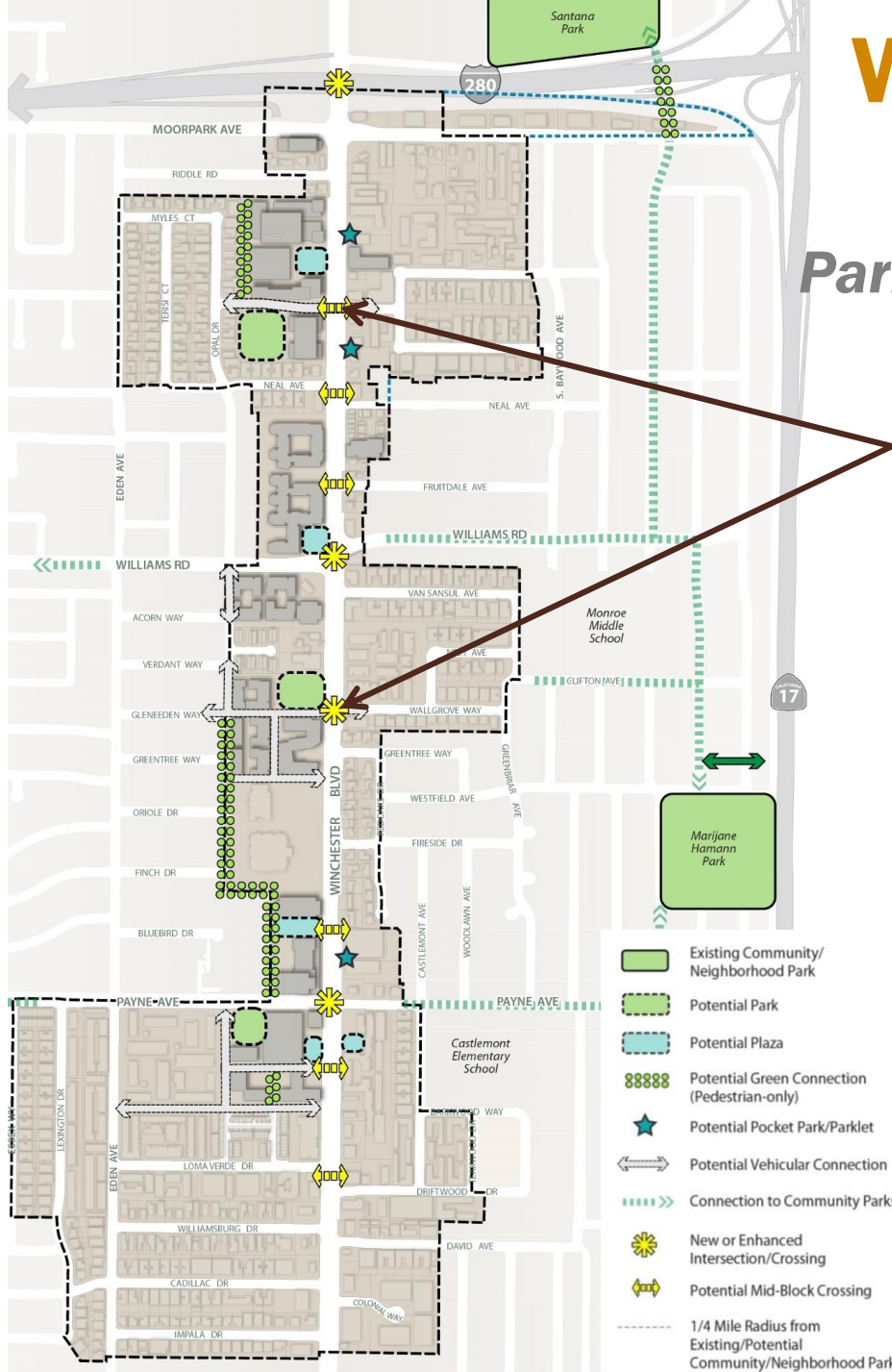
Diverse open space types (community park, plazas, pedestrian/bike green connection)

- Existing Community/Neighborhood Park
- Area for Future/Potential Park or Plaza
- Existing Plaza
- Potential Green Connection (Pedestrian-only)
- Potential Vehicular Connection
- New or Enhanced Intersection/Crossing
- 1/4 Mile Radius from Existing/Potential Community/Neighborhood Park
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Winchester Boulevard Urban Village

Parks and Open Space Framework

New/enhanced connections across Winchester Boulevard to open spaces

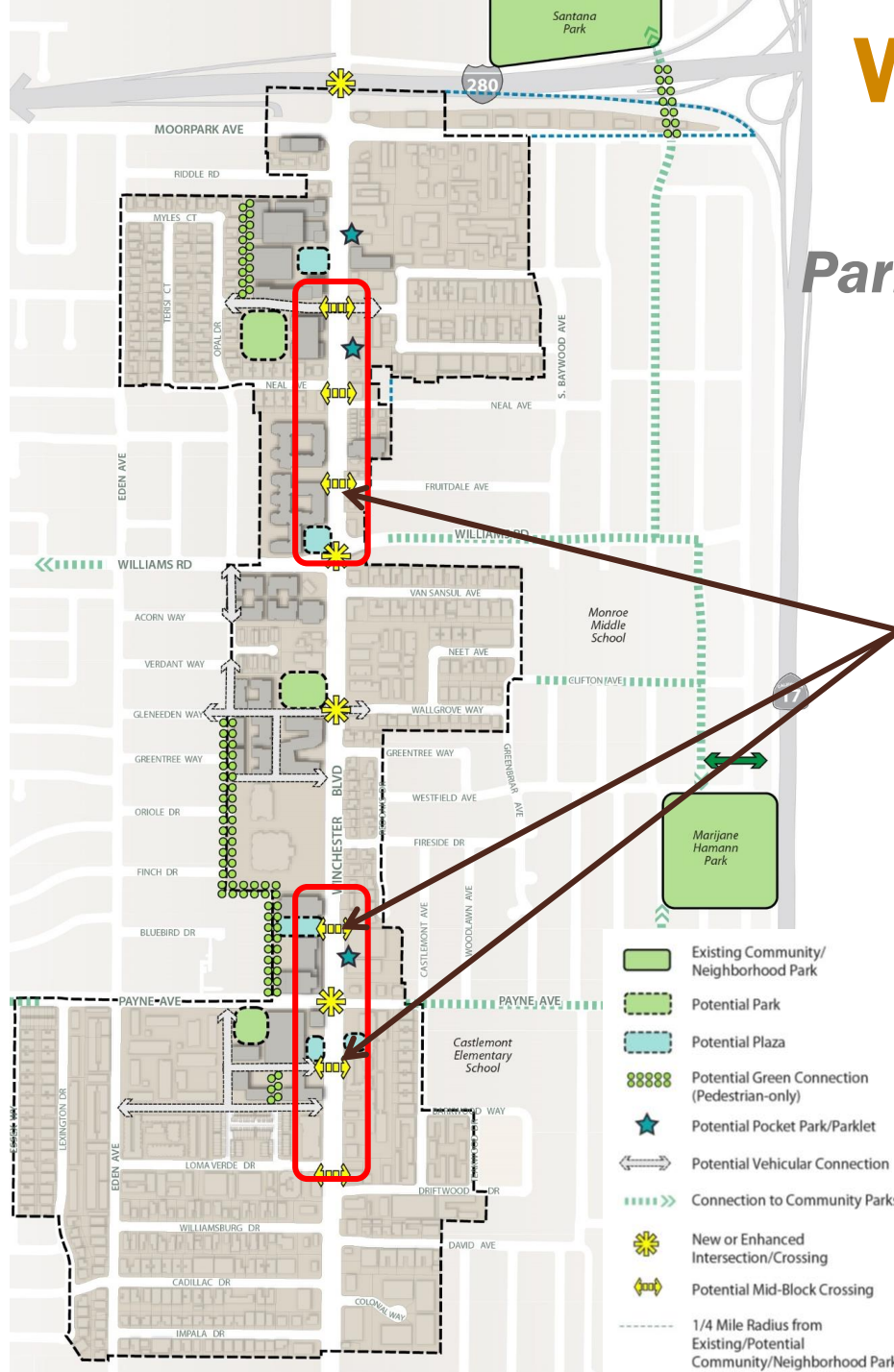


Winchester Boulevard Urban Village

Parks and Open Space Framework

New/enhanced connections across Winchester Boulevard to open spaces

New mid-block crossings and open spaces in the active ground floor areas



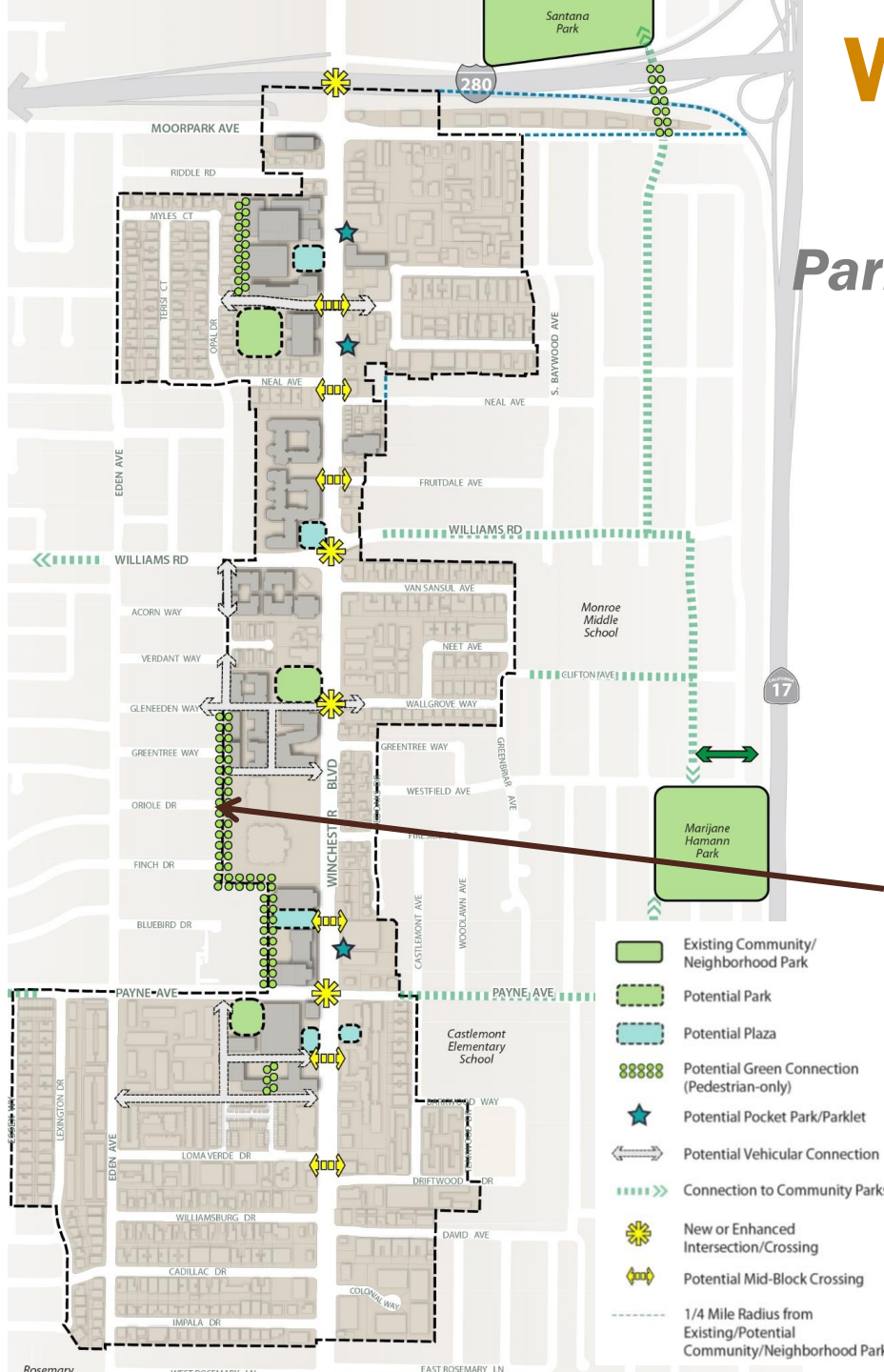
Winchester Boulevard Urban Village

Parks and Open Space Framework

New/enhanced connections across Winchester Boulevard to open spaces

New mid-block crossings and open spaces in the active ground floor areas

A pedestrian/bike connection between new and existing development



Winchester Boulevard Urban Village

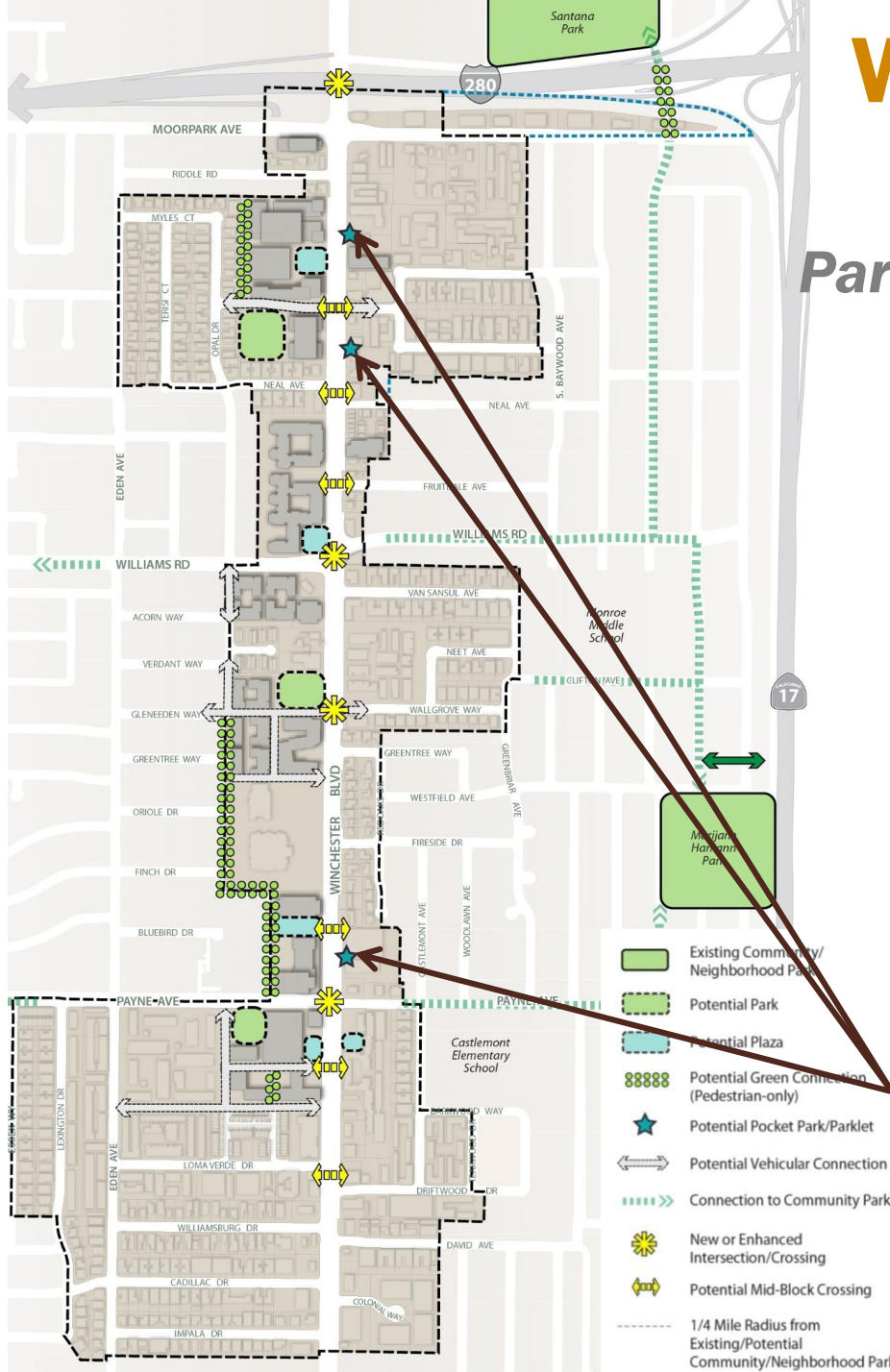
Parks and Open Space Framework

New/enhanced connections across Winchester Boulevard to open spaces

New mid-block crossings and open spaces in the active ground floor areas

A north-south green spine between new and existing development

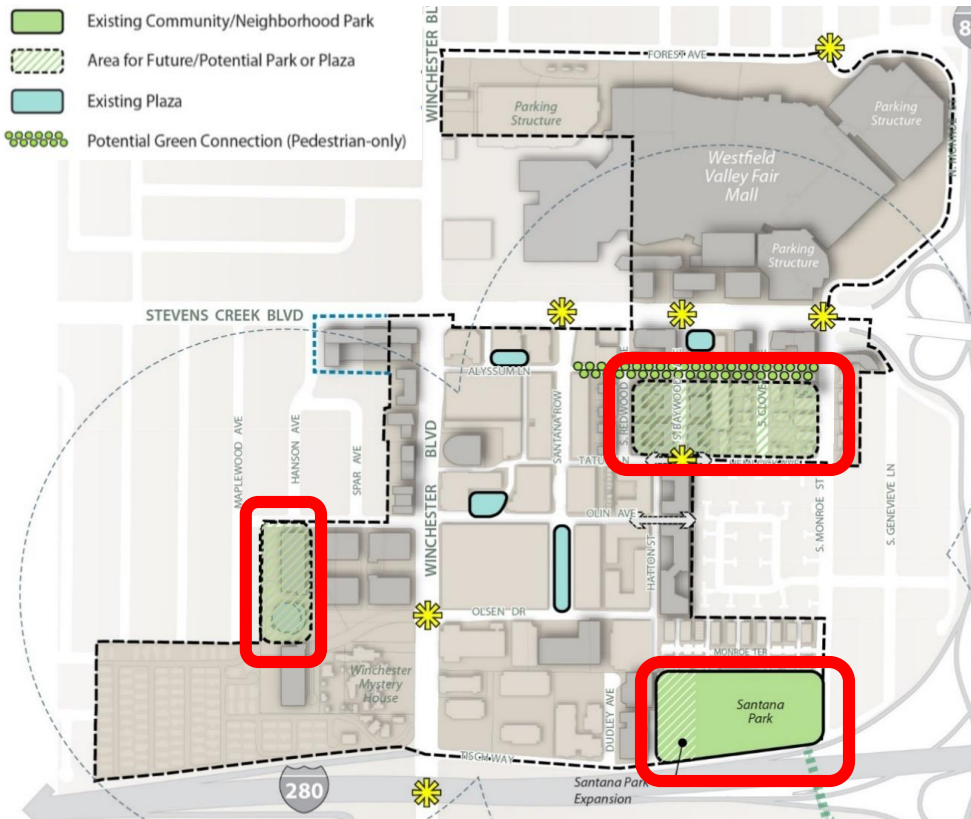
Pocket parks/parklets along Winchester Boulevard



Park and Open Space Categories

- Community/Neighborhood Park
- Multi-purpose Plaza
- Green Connection
- Pocket Park/Parklet (*Winchester Blvd Urban Village only*)

Santana Row/Valley Fair Urban Village

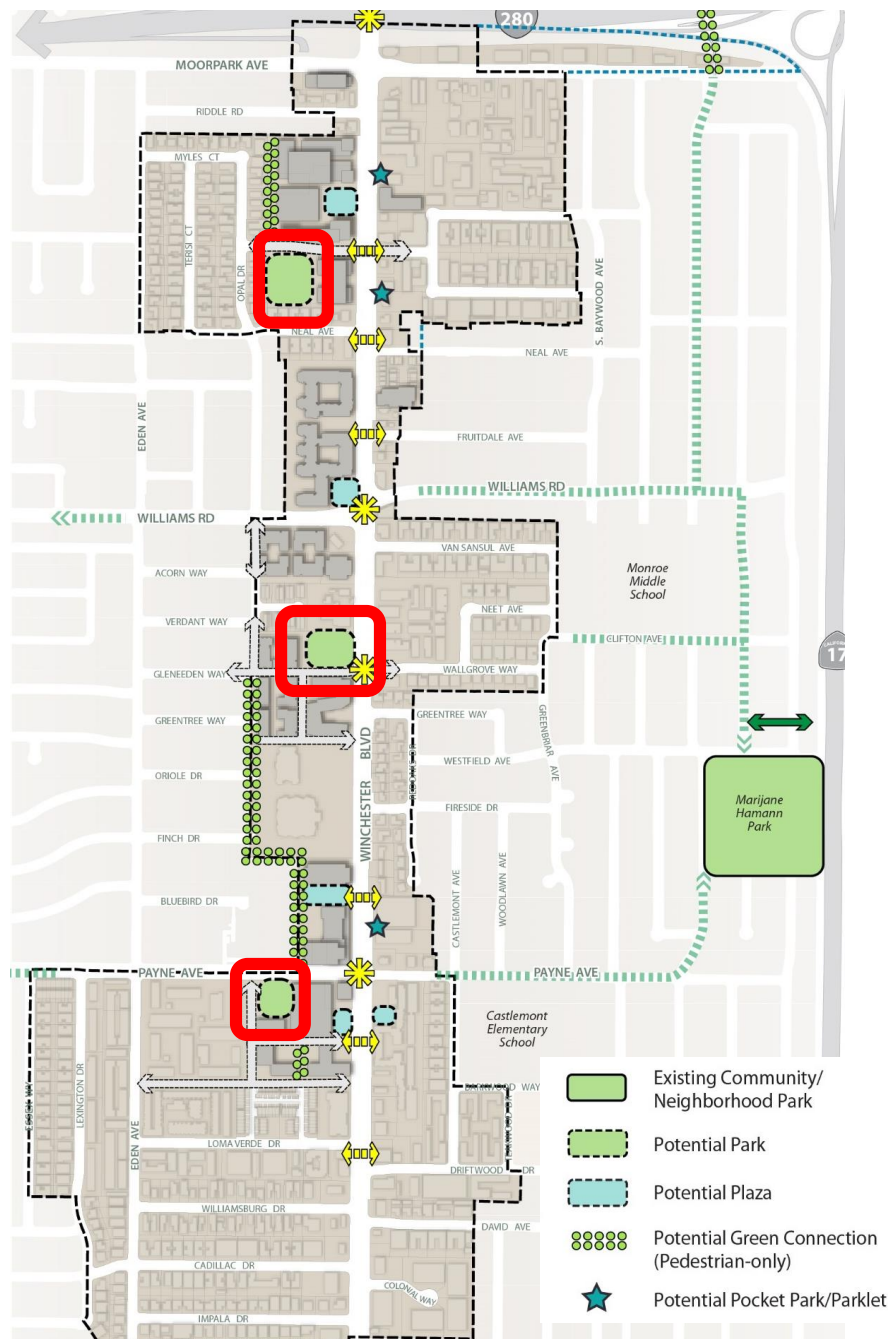


Community/Neighborhood Park

- **Active facilities**
(restrooms, soccer fields, courts, play structure, picnic areas, seating etc.)
- **Historic preservation area**



Winchester Boulevard Urban Village

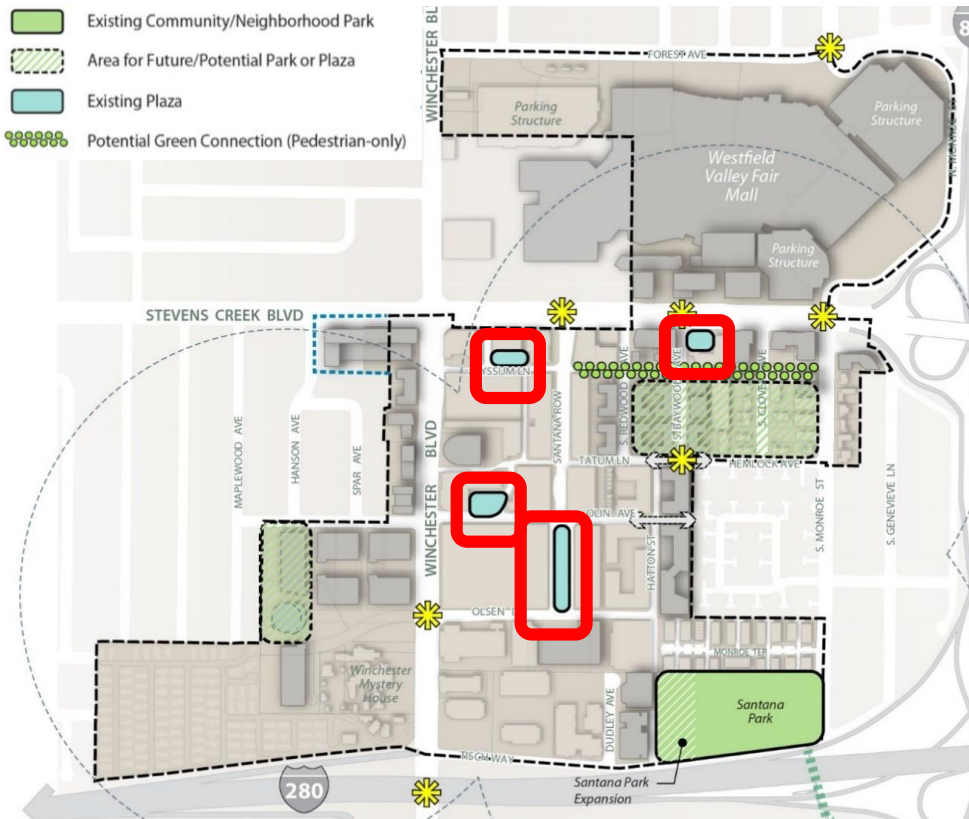


Community/Neighborhood Park

- >0.5 acre
- Active facilities
(play structure, picnic areas, seating etc.)
- Community center/ clubhouse

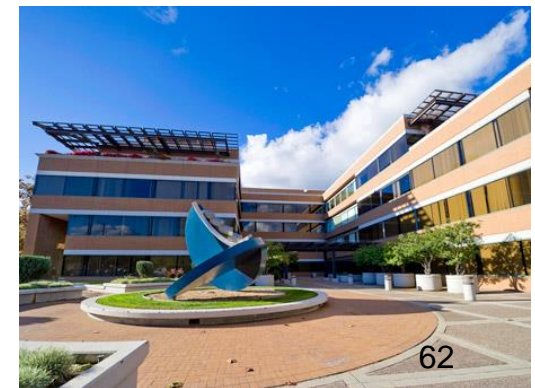


Santana Row/Valley Fair Urban Village

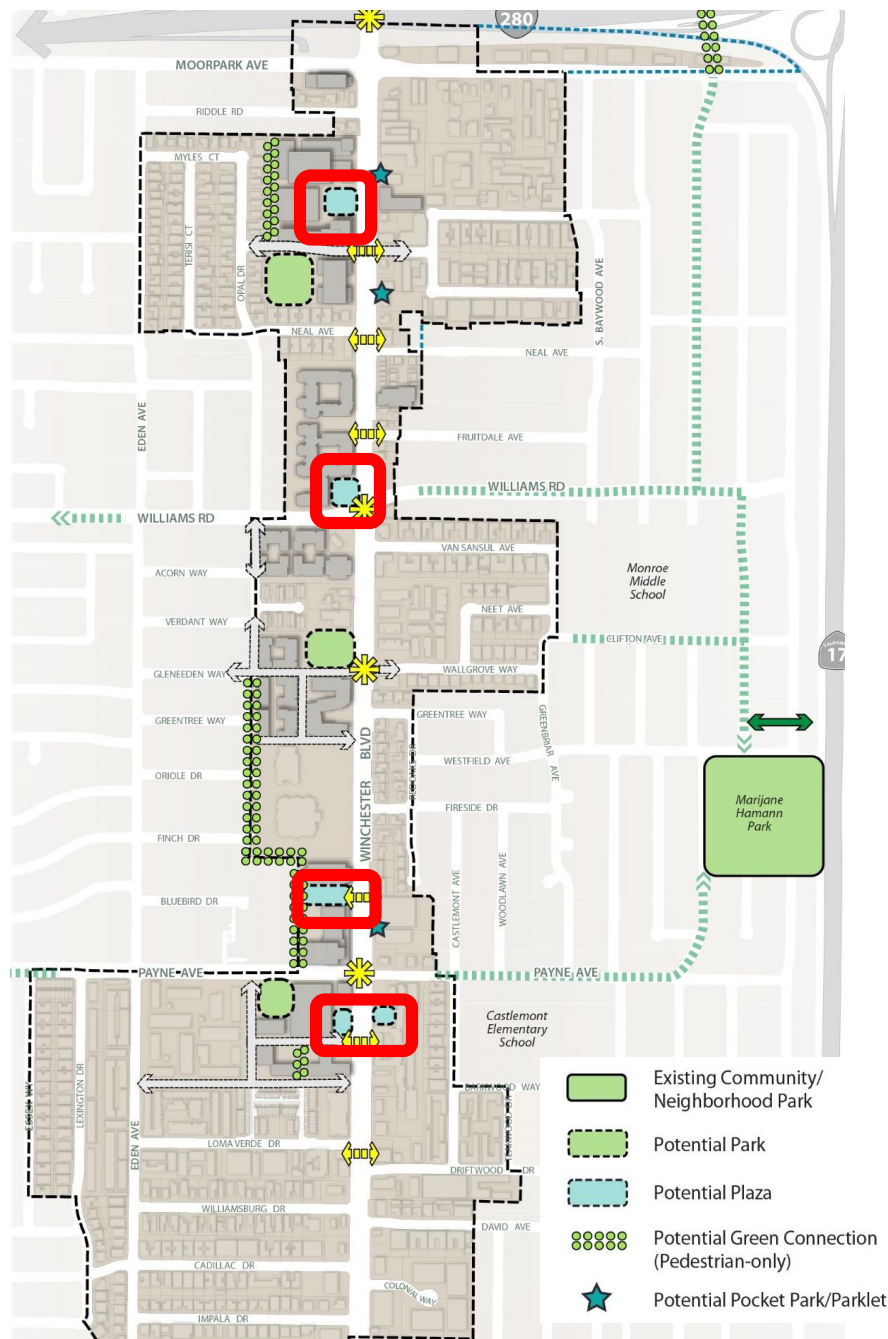


Multi-purpose Plaza

- Entirely or partially hardscape
- Surrounded by active uses
- Opportunity for food trucks or farmers' markets



Winchester Boulevard Urban Village

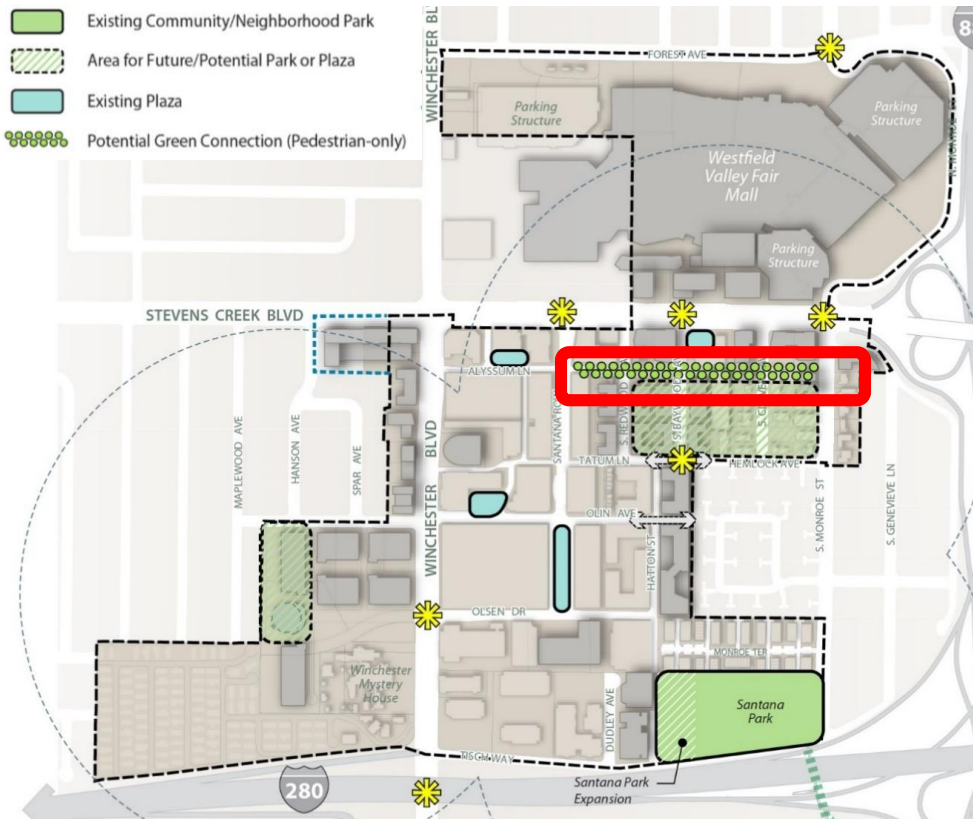


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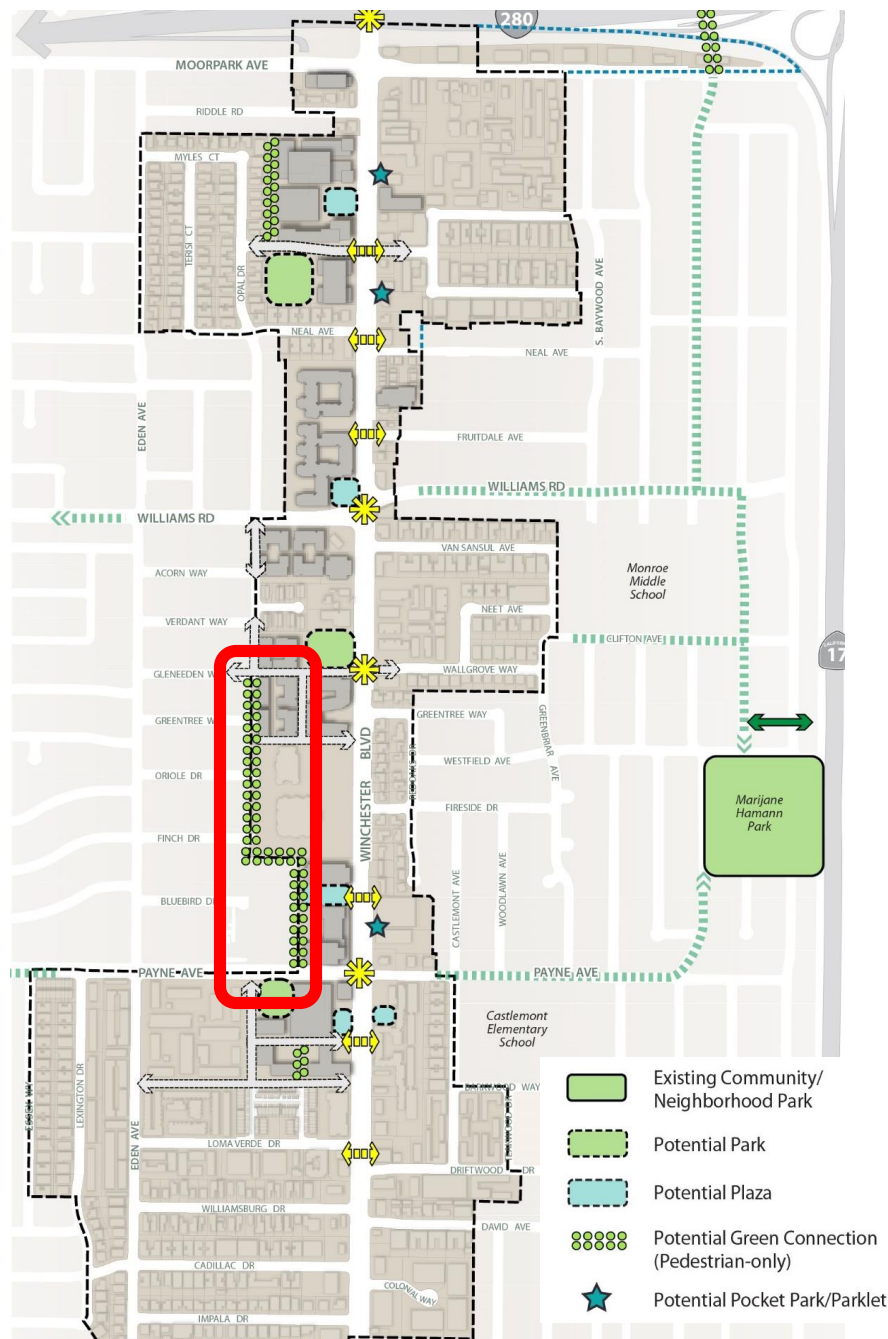


Green Connection

- Pedestrian/bike only paths
- Signature landscape scheme
- Simple amenities (seating, water fountains, etc.)



Winchester Boulevard Urban Village

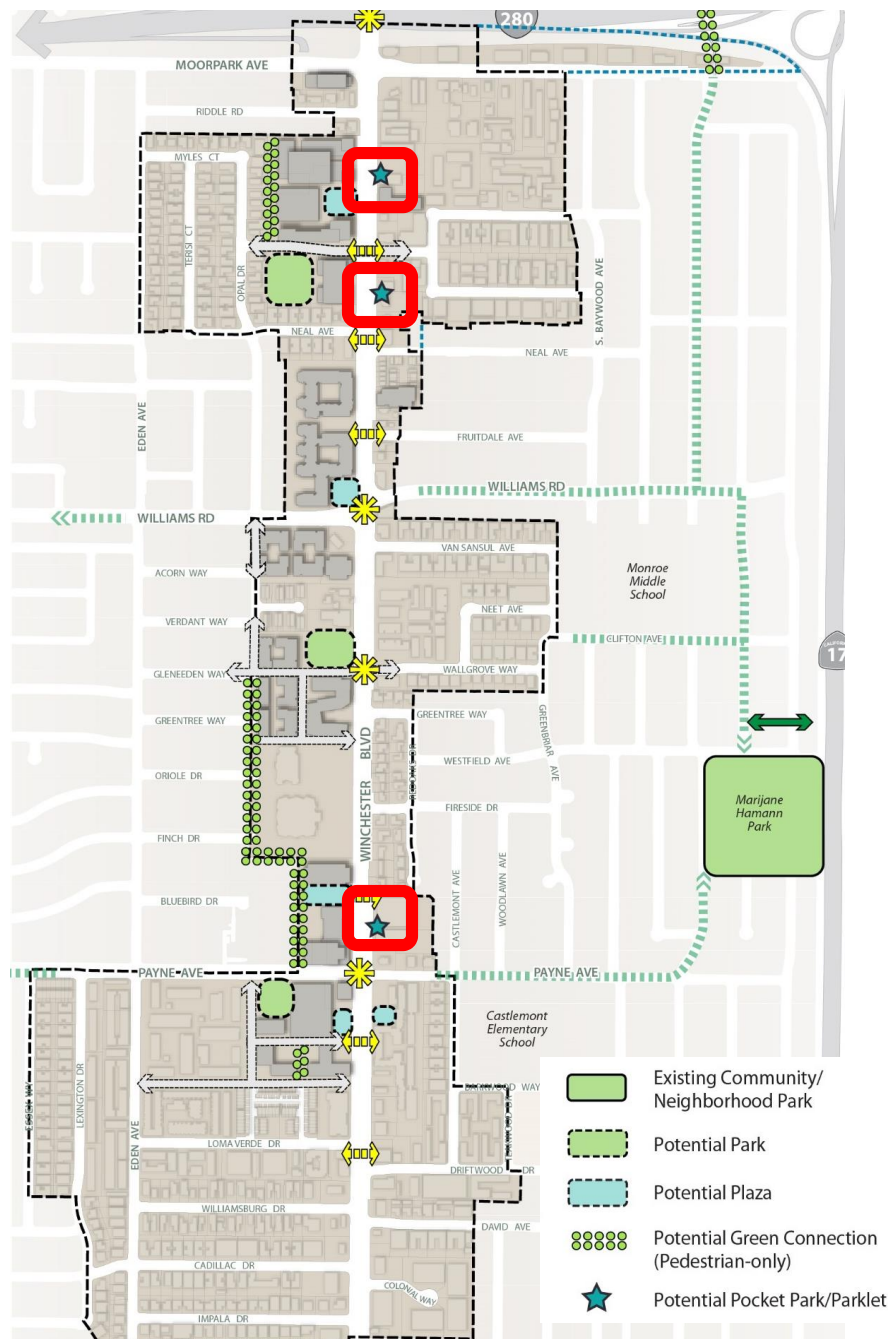


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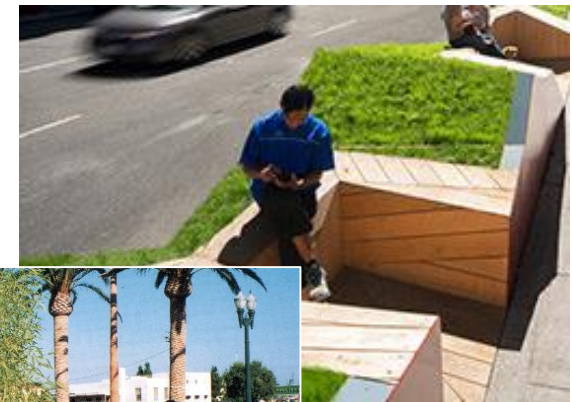


Winchester Boulevard Urban Village



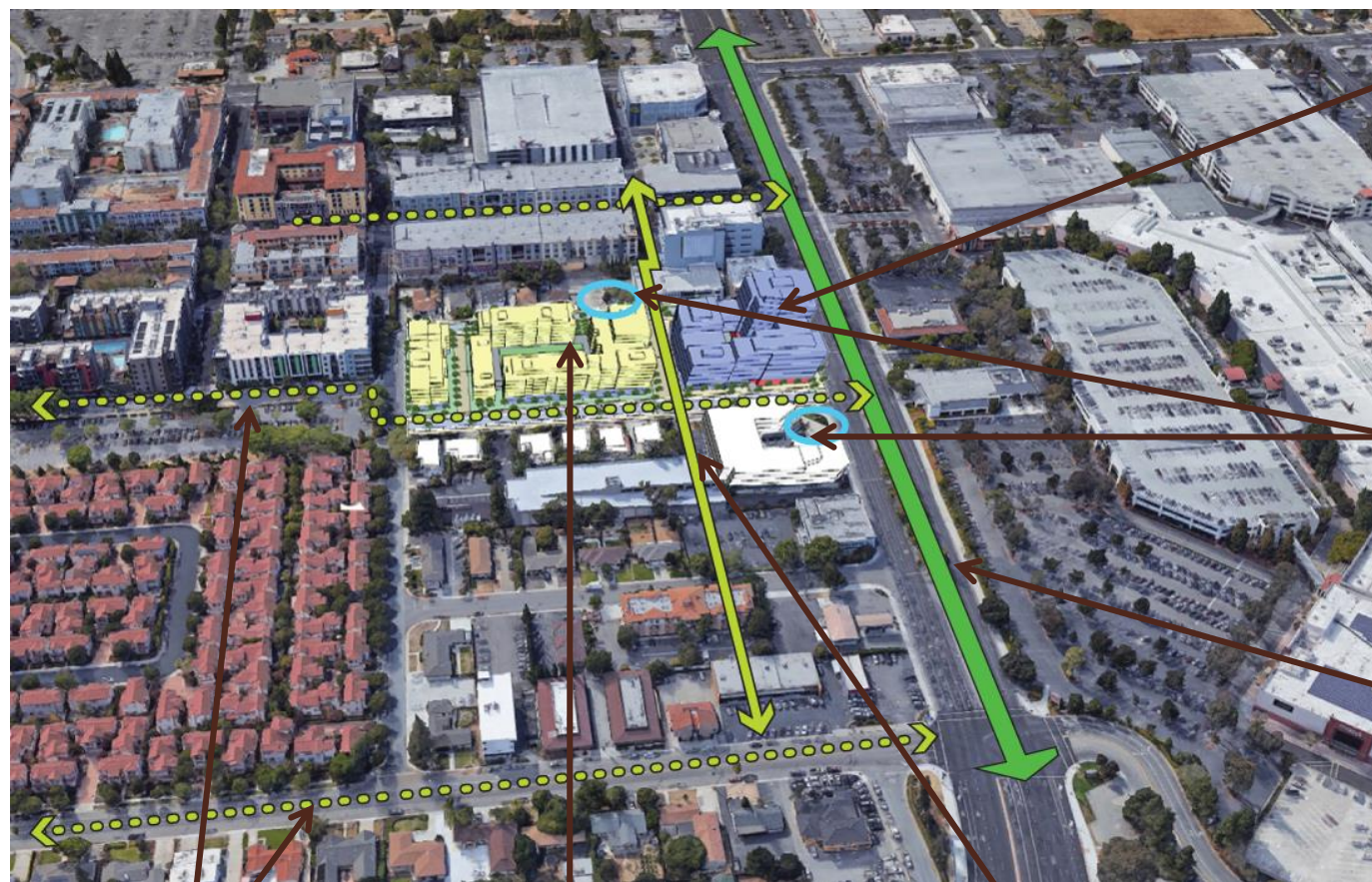
Pocket Park/Parklet

- Non-traditional open space for social interaction and additional green space
- Parking spaces or small/irregularly shaped land
- Flexible location



Santana Row/Valley Fair Urban Village

Parks and Open Space Framework



Higher
Buildings with
Retail along
Stevens
Creek

Public Plazas

Stevens Creek
Boulevard
Streetscape
Enhancement

Open Space
Connection

Mixed Use
Residential

Green Connection
along New Alley with
Town Homes

Winchester Boulevard Urban Village

Site W-3 Open Space Framework



New
Neighborhood
Park

Open Space
Connection

Winchester
Boulevard
Streetscape
Enhancement

Green
Connection with
Ped/Bike Path

Town Homes as
Transition

Shared Streets
to Minimize
Through-Traffic

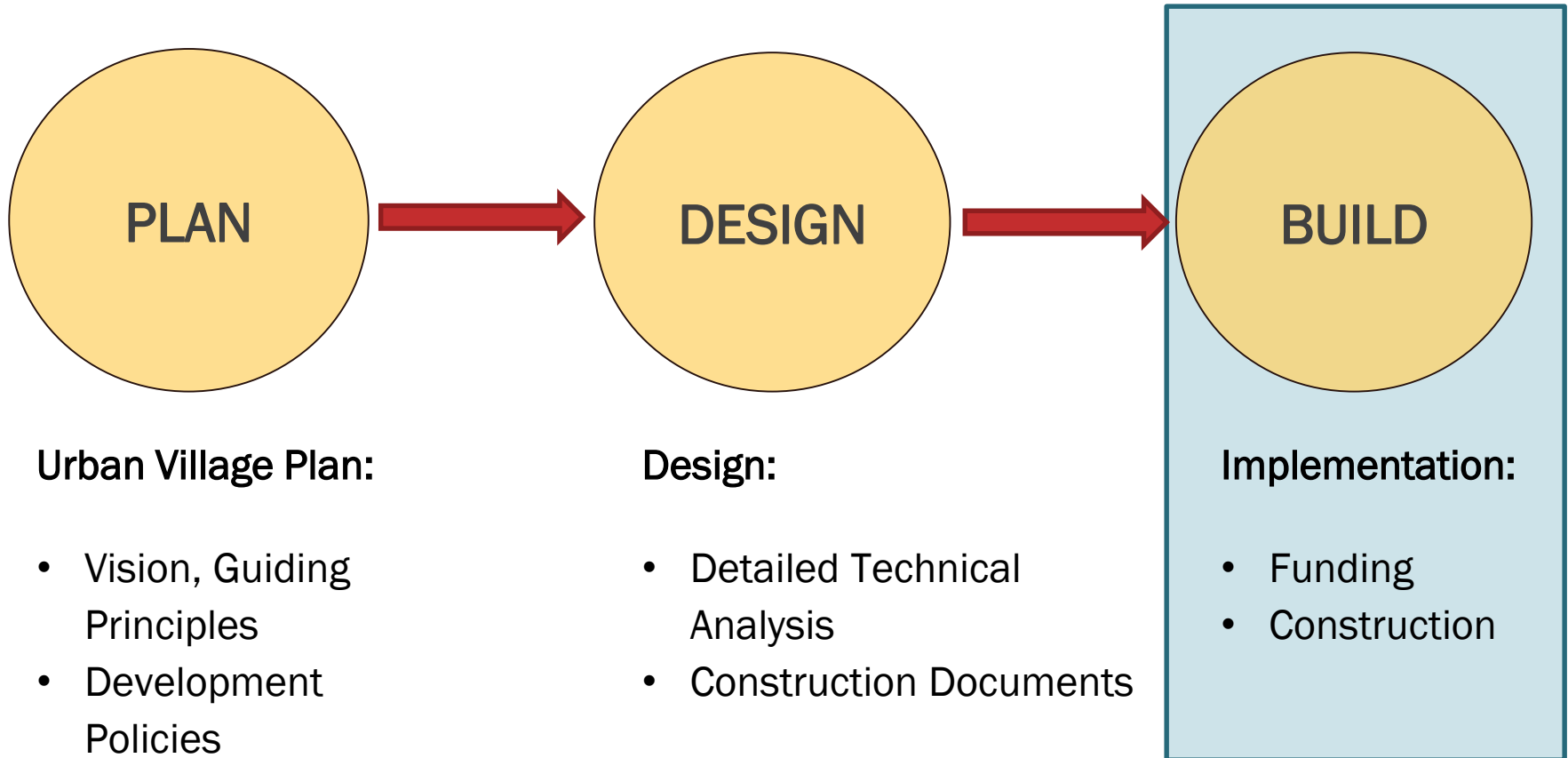
Parks and Open Space Questions:

1. Are the locations of parks and plazas appropriate? If not, where should they be?
2. How do you envision the green connections:
 - *In the Santana Row/Valley Fair Urban Village, along the Alyssum Lane alignment?*
 - *In the Winchester Boulevard Urban Village, parallel to and between Winchester Blvd and Eden Ave?*
 - Ped only? Shared?
 - Facilities/amenities alongside?
 - Trees and landscaping?
 - ...?
3. Is there anything missing?

Public Financing and Implementation



From Plan to Reality



Existing Funding/Implementation Mechanisms

- Parkland Dedication and Park Impact Ordinances (PDO/PIO)
- Construction and Conveyance Taxes
- Grants, Gifts, and Partnership Funding
- Joint Use, Cooperative, and Partnership Agreements
- Bond Funding

Additional Implementation Strategies

1. Special Financing Districts

- *Examples:*
 - Business Improvement District (BID)
 - Community Business Improvement District (CBID)
 - Property & Business Improvement District (PBID)

2. Community Benefit Program

Community Benefits Program Ideas

- I-280 mini-cap (wider sidewalks, bike land, landscaping)
- Neighborhood traffic management improvements
- Winchester streetscape improvements/Green infrastructure
- Better pedestrian connections between the neighborhoods and Winchester Blvd and Santana Row and Valley Fair.
- Install missing sidewalks and/or ADA ramps at feasible locations
- Intersection improvements: technology, signal, etc.
- New/improve freeway/highway over- and/or under-crossings
- Upgrade/improve existing bus stop facilities (real-time signage, lighting, trash cans, seating, shelters, poles)
- Transit signal priority (TSP) along Winchester
- Affordable housing
- Urban parks and plazas
- Small business retention

Financing and Implementation Questions:

1. Is there any community benefits that you want to add to the provided list?
2. What are the priorities for Community Benefits?

Land Use & Height



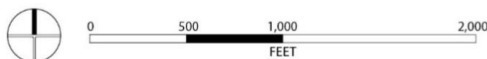
Santana Row/Valley Fair Urban Village Land Use Diagram

Regional Commercial supports regional commercial centers.

Urban Village Commercial is commercial-only, supporting larger-scale development.

Urban Village supports high-intensity commercial and mixed-use development.

Mixed-Use Commercial emphasizes commercial uses, allows residential.



Winchester Boulevard Urban Village

Land Use Diagram

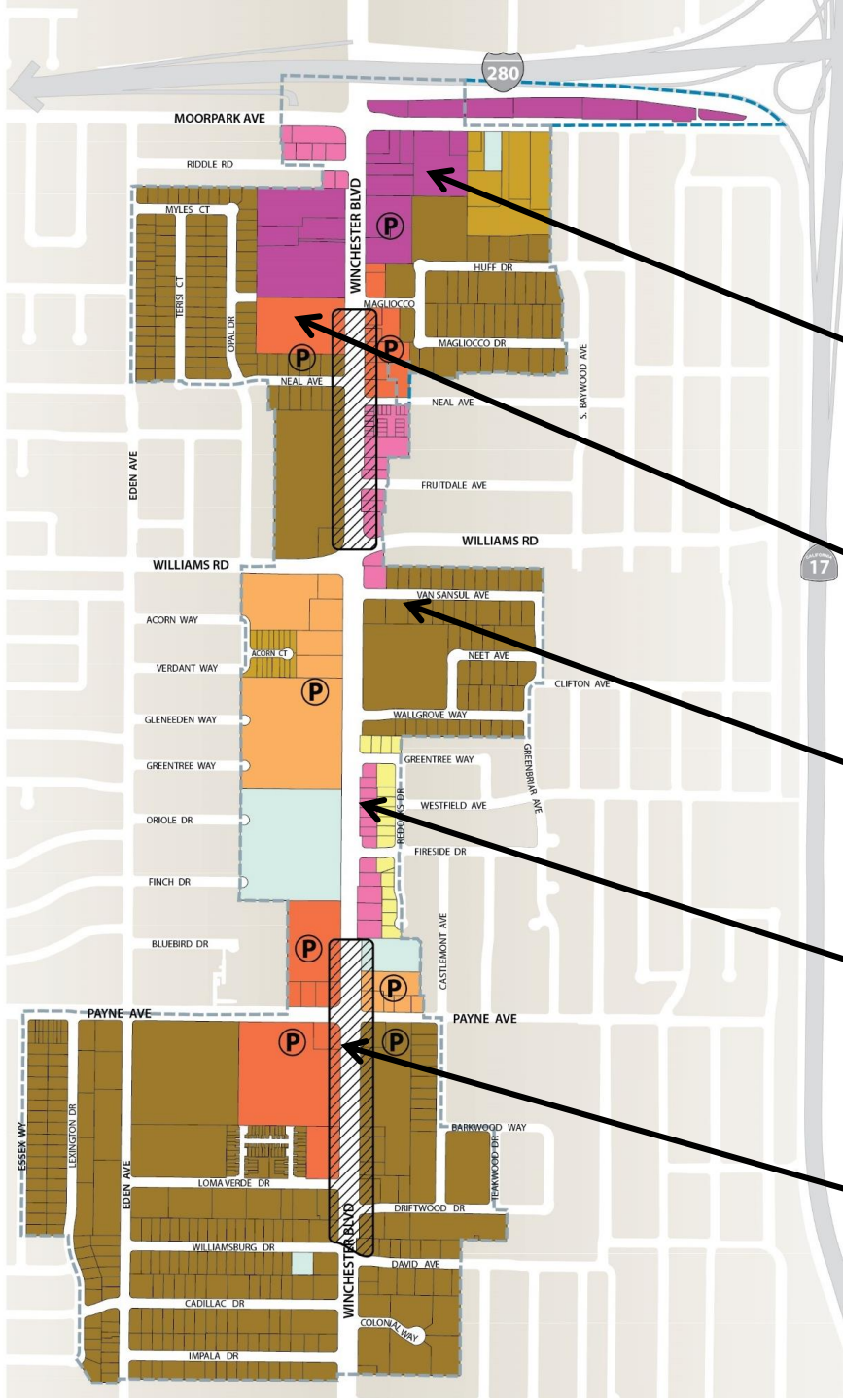
Urban Village Commercial is commercial-only, supporting larger-scale development.

Urban Village supports high-intensity commercial and mixed-use development.

Urban Residential allows a mix of uses; residential required.

Neighborhood/Community Commercial supports smaller-scale neighborhood-supporting commercial uses

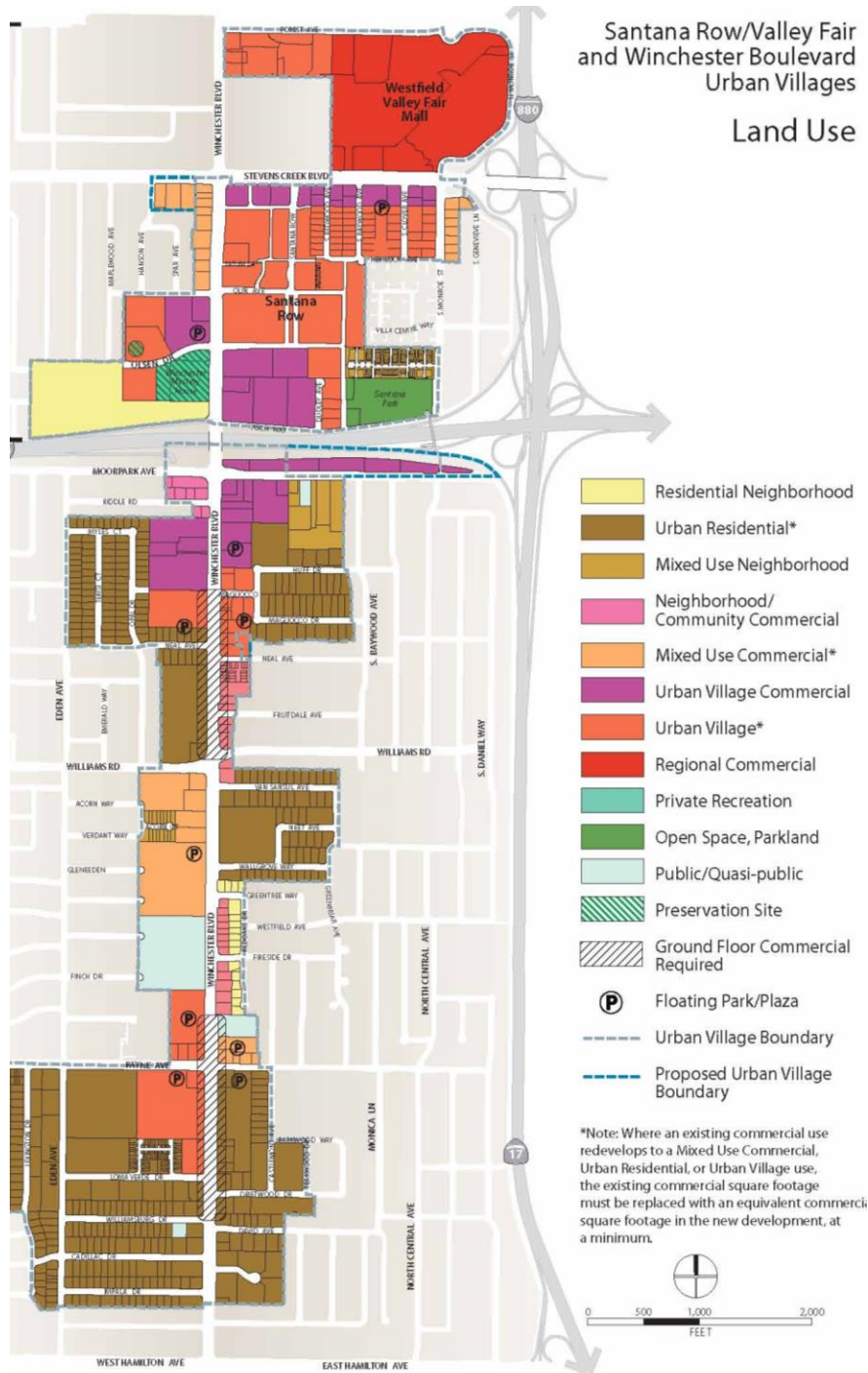
Active Ground floor commercial space is required facing Winchester Blvd in the hatched areas

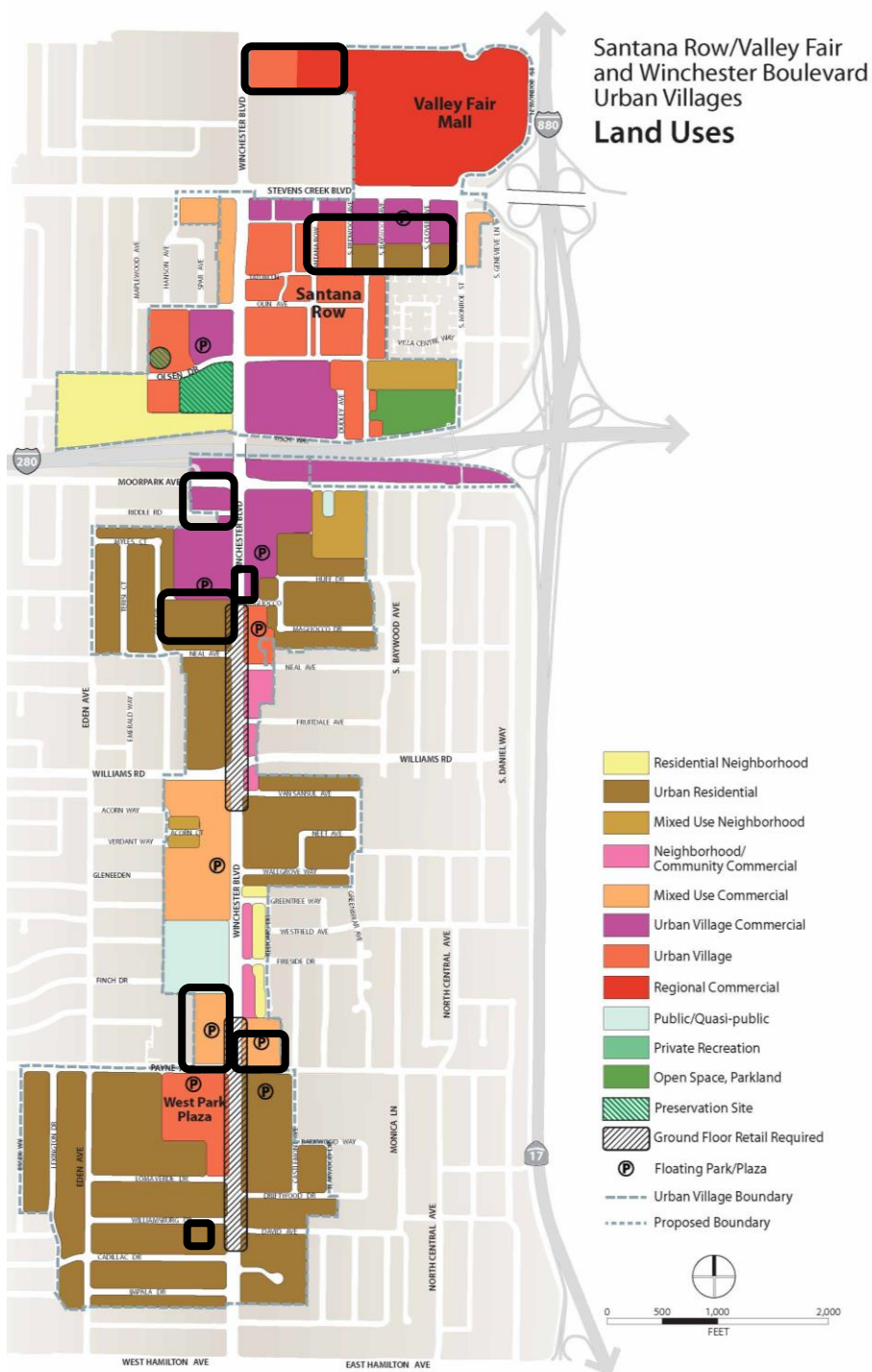


Santana Row/Valley Fair
and Winchester Boulevard
Urban Villages

Land Use

Winchester Boulevard Urban Village Land Use Diagram:



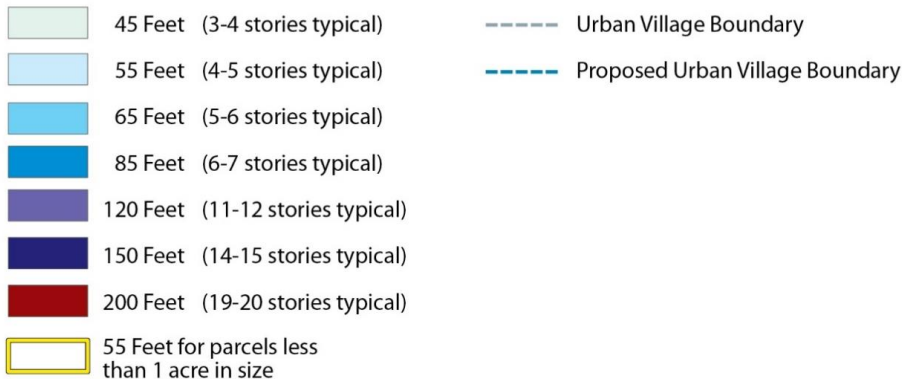


Winchester Boulevard Urban Village

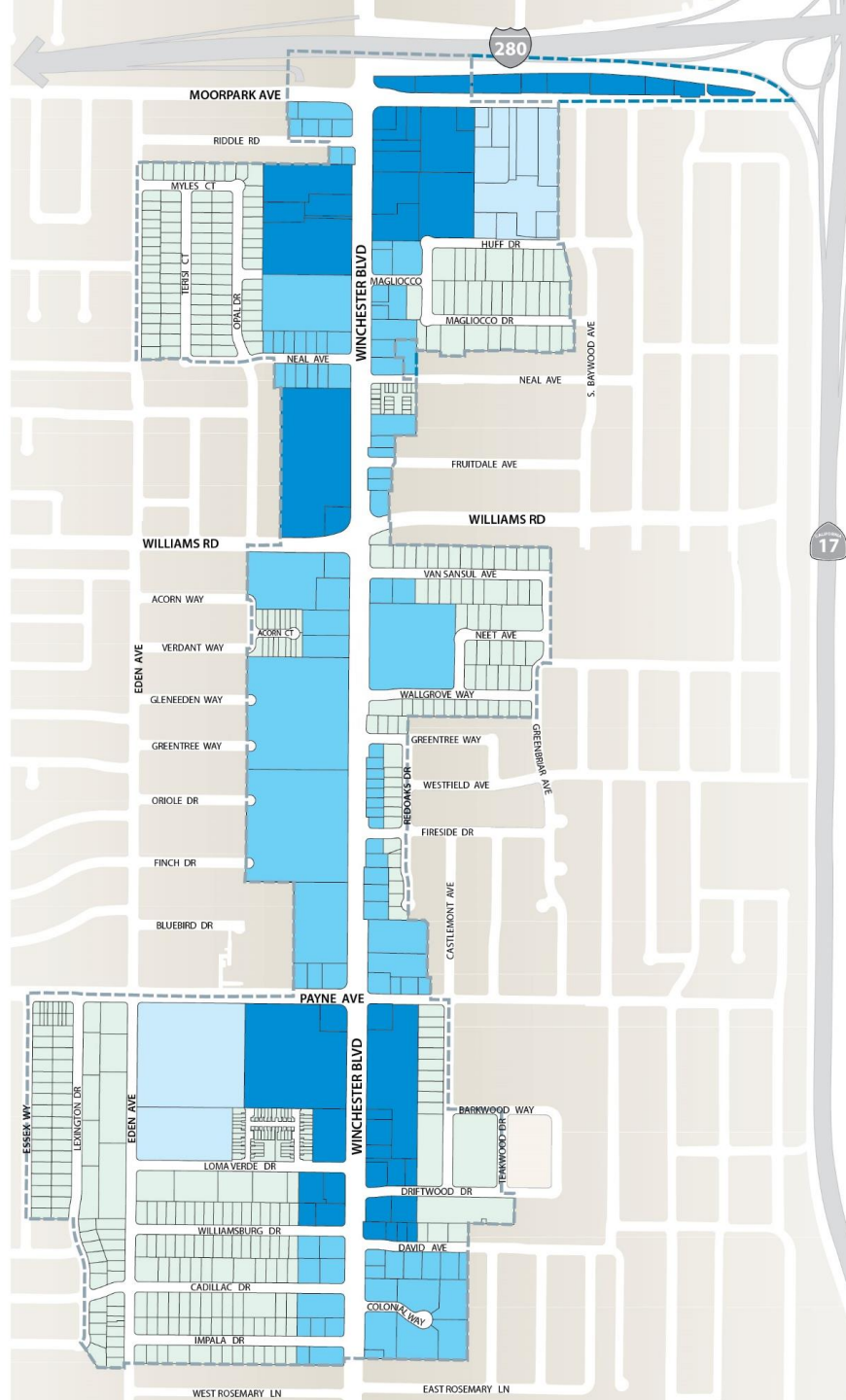
Land Use Diagram: Changes since the October WAG Meeting

- Increased Urban Village area at Winchester Blvd and Forest Ave
- Increased allowed intensity and range of uses between Hemlock Ave and Stevens Creek Blvd
- Lowered intensity of southwest corner of Winchester Blvd and Moorpark Ave
- Applied Urban Village designation to more parcels in/near the *Ground Floor Commercial Required* overlay districts (near Magliocco Dr and Payne Ave)

Santana Row/Valley Fair Urban Village Height Diagram



Winchester Boulevard Urban Village Height Diagram

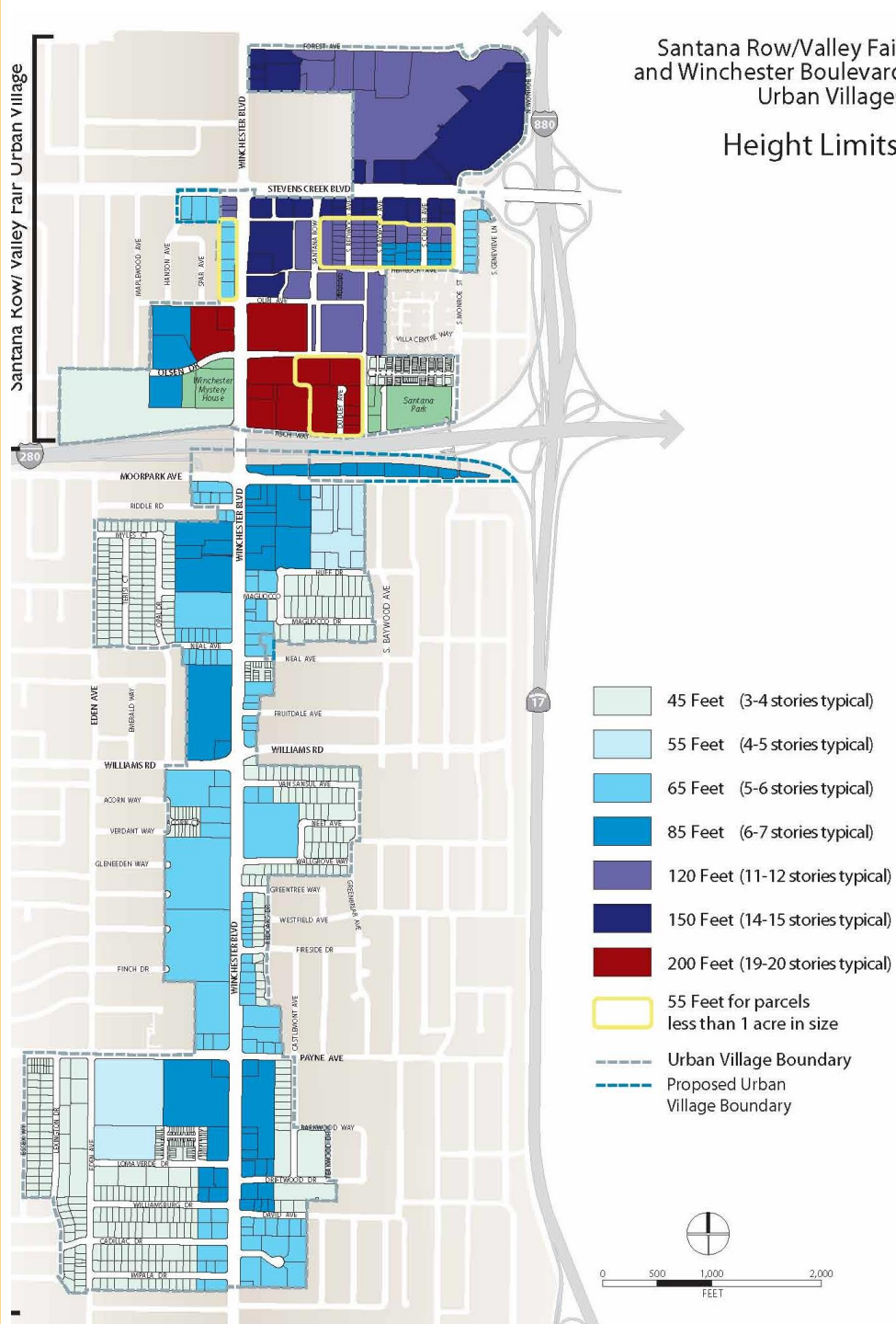


- 45 Feet (3-4 stories typical)
- 55 Feet (4-5 stories typical)
- 65 Feet (5-6 stories typical)
- 85 Feet (6-7 stories typical)
- Urban Village Boundary
- Proposed Urban Village Boundary

Santana Row/Valley Fair
and Winchester Boulevard
Urban Villages

Height Limits

Winchester Boulevard Urban Village Height Diagram

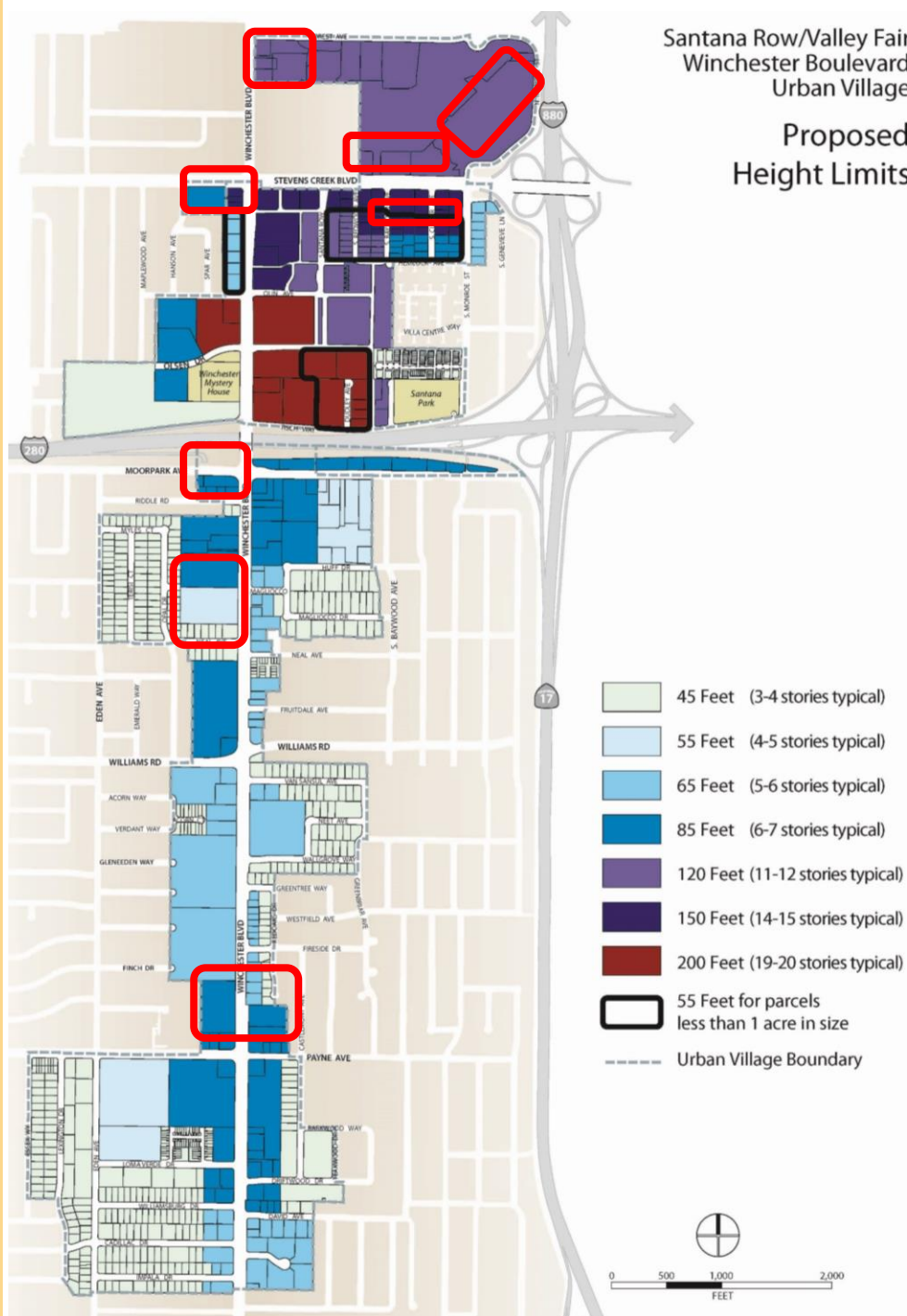


Santana Row/Valley Fair
Winchester Boulevard
Urban Village

Proposed
Height Limits

Winchester Boulevard Urban Village

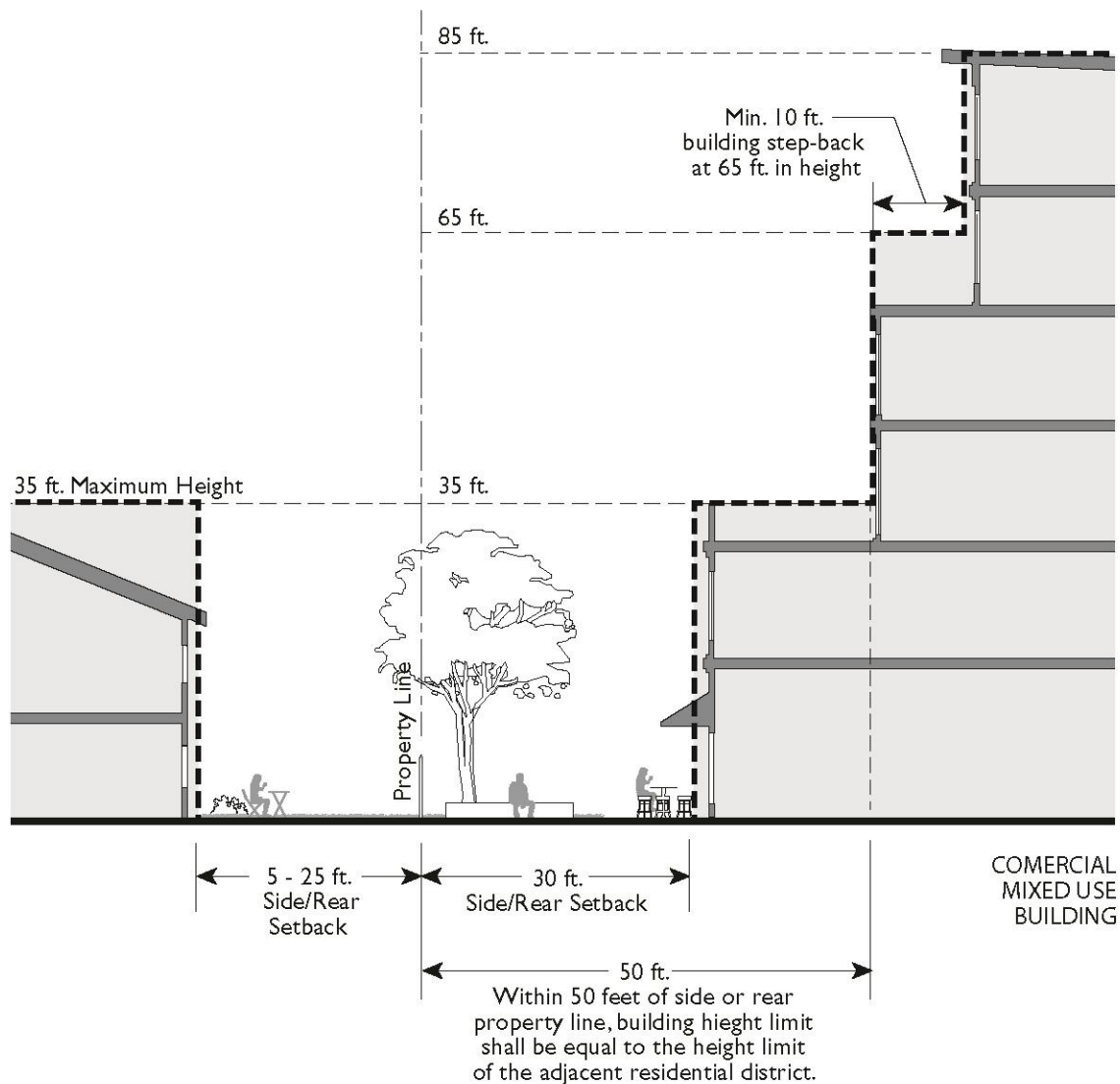
Height Diagram: Changes since the October WAG meeting



- Increased heights along Stevens Creek Blvd and at the corner of Winchester Blvd and Forest Ave
- Decreased height on southwest corner of Stevens Creek Blvd and Winchester Blvd
- Feathered heights down away from Stevens Creek Blvd toward Hemlock Ave
- Adjusted heights in Winchester to better match land uses

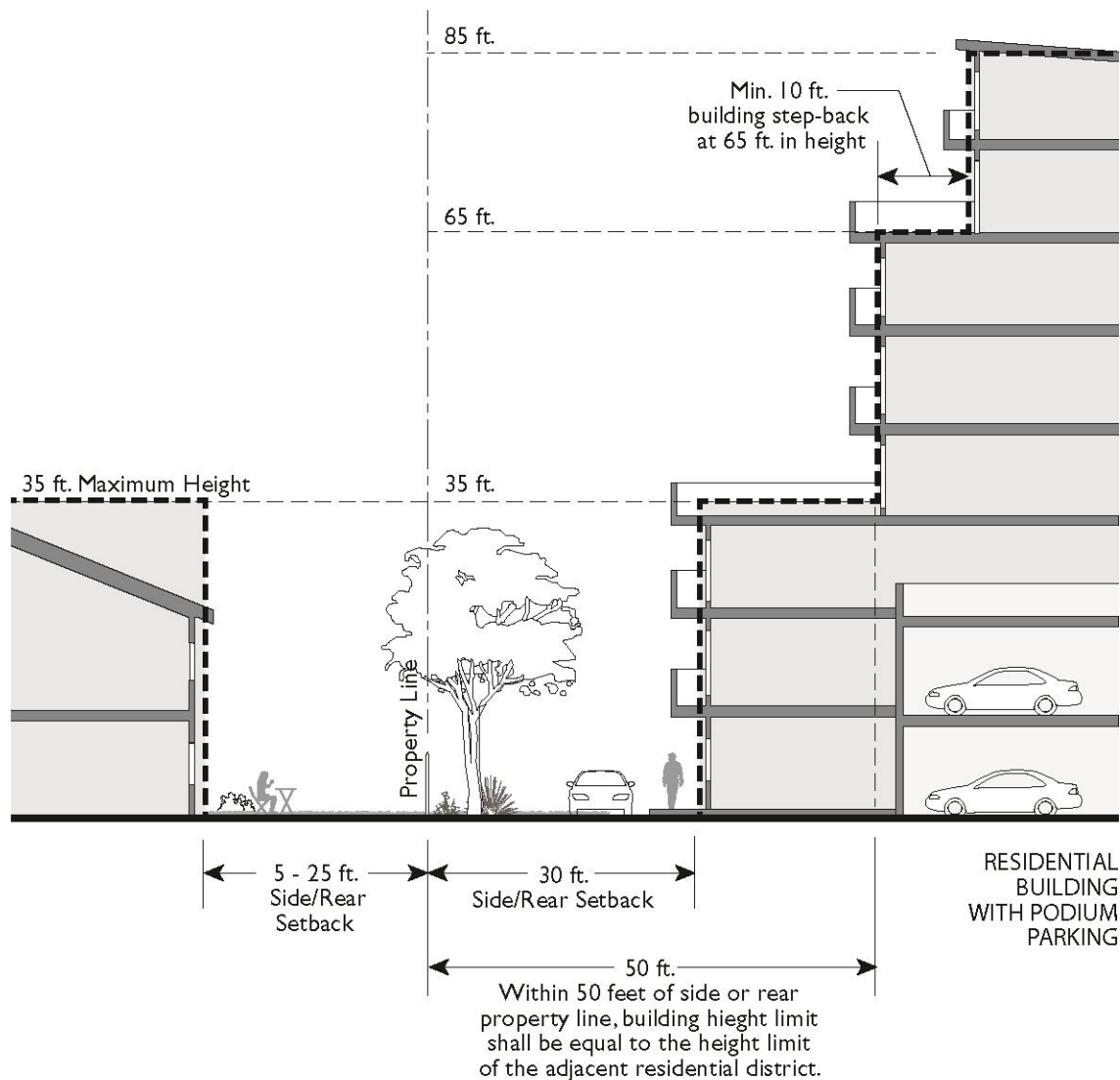
Height Transitions

Urban Village/Urban Village Commercial where adjacent to an R-1 or R-2 district



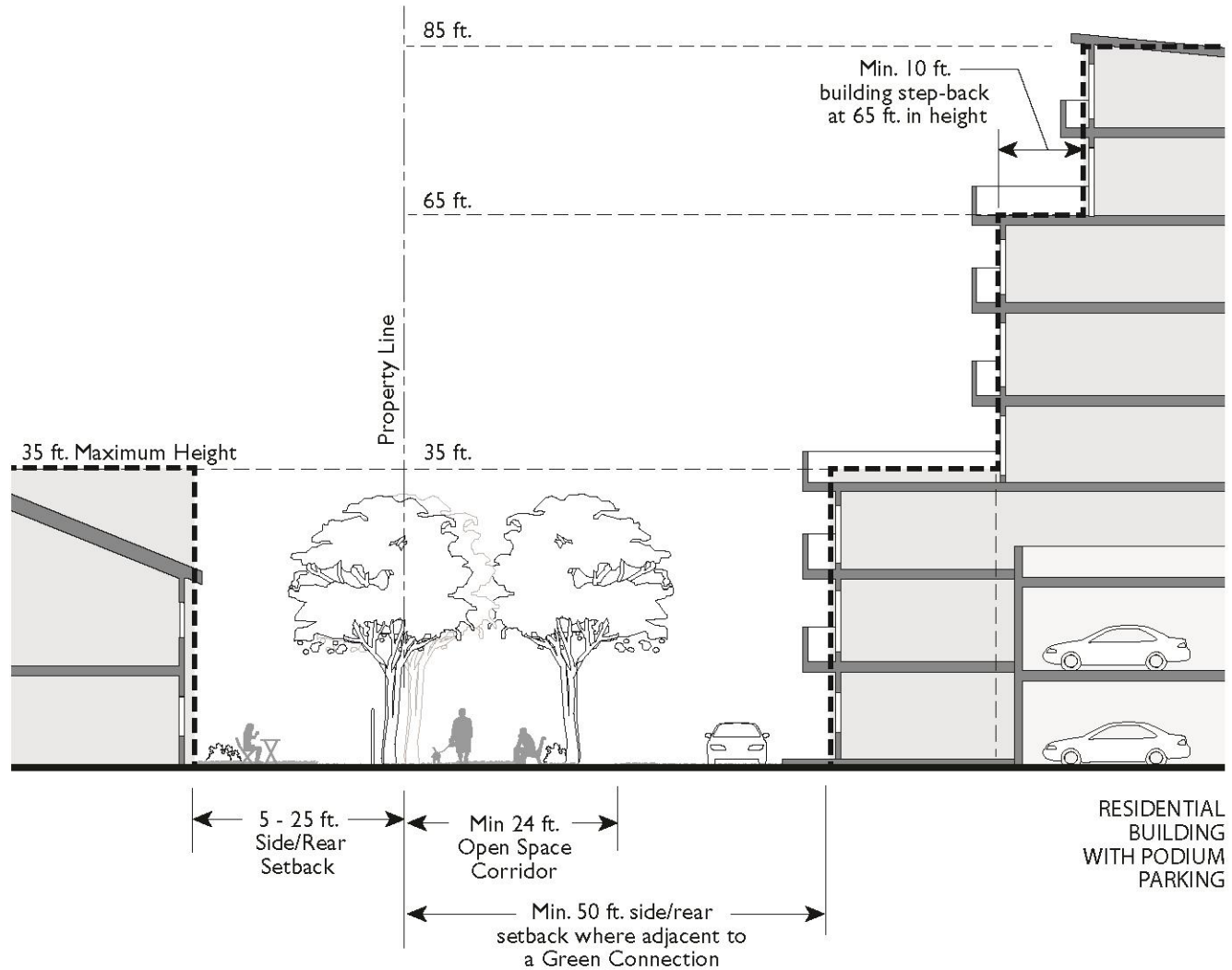
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Urban Village/Urban Village Commercial where adjacent to an R-1 or R-2 district



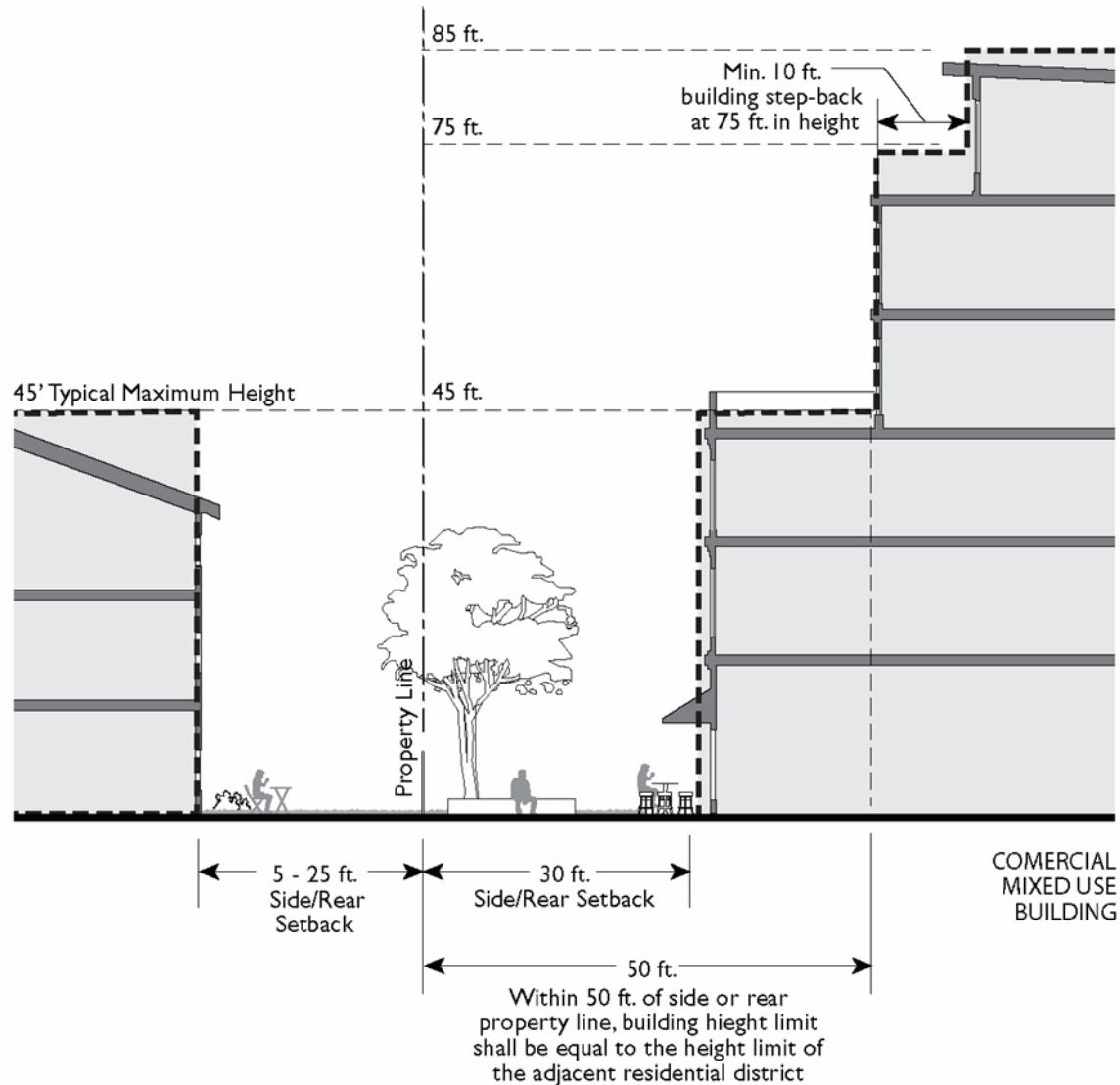
Height Transitions

Urban Village/Urban Village Commercial
where adjacent to an R-1 or R-2 district, separated by a Green Connection



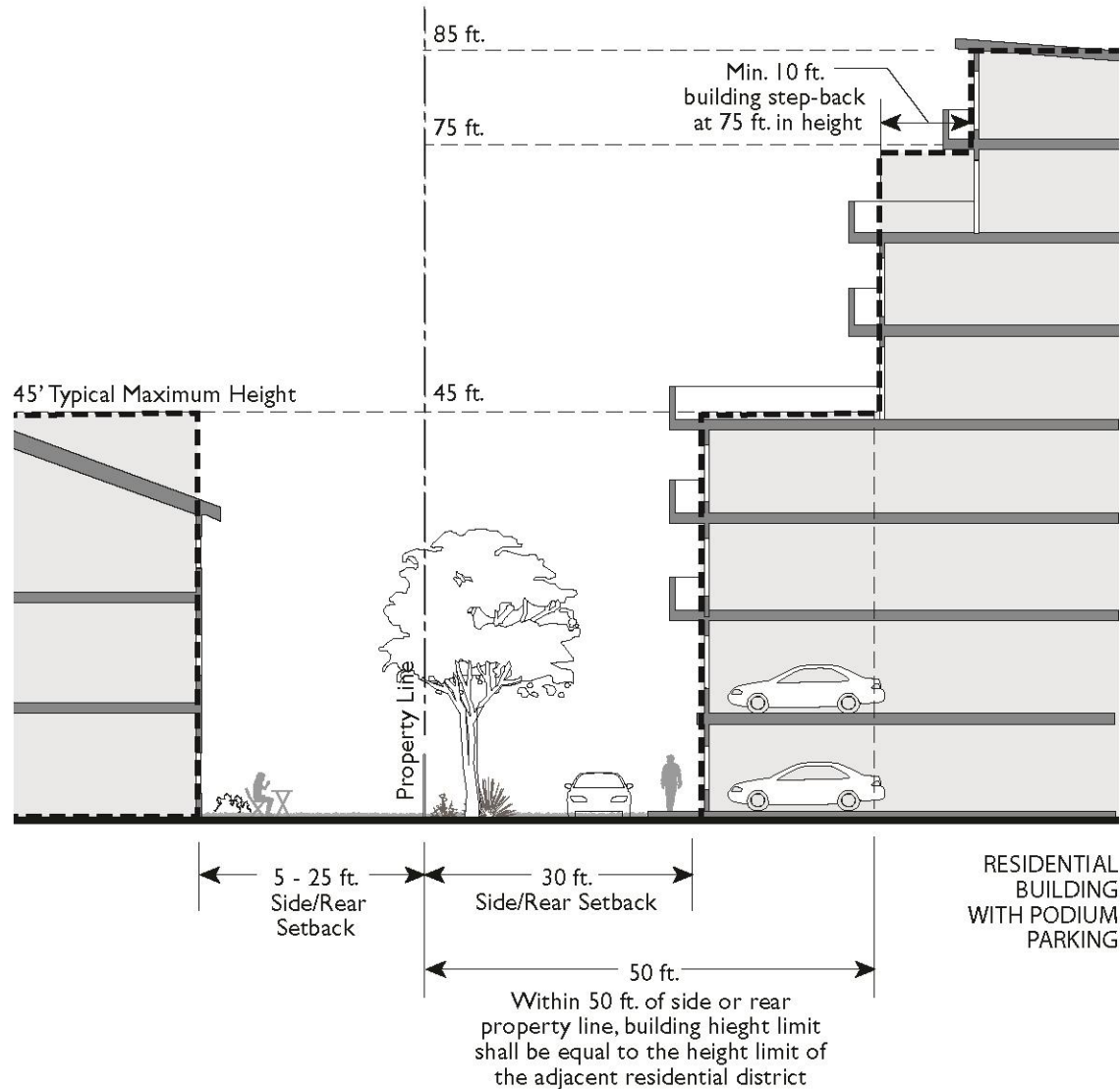
Height Transitions

Urban Village/Urban Village Commercial where adjacent to RM or Urban Residential



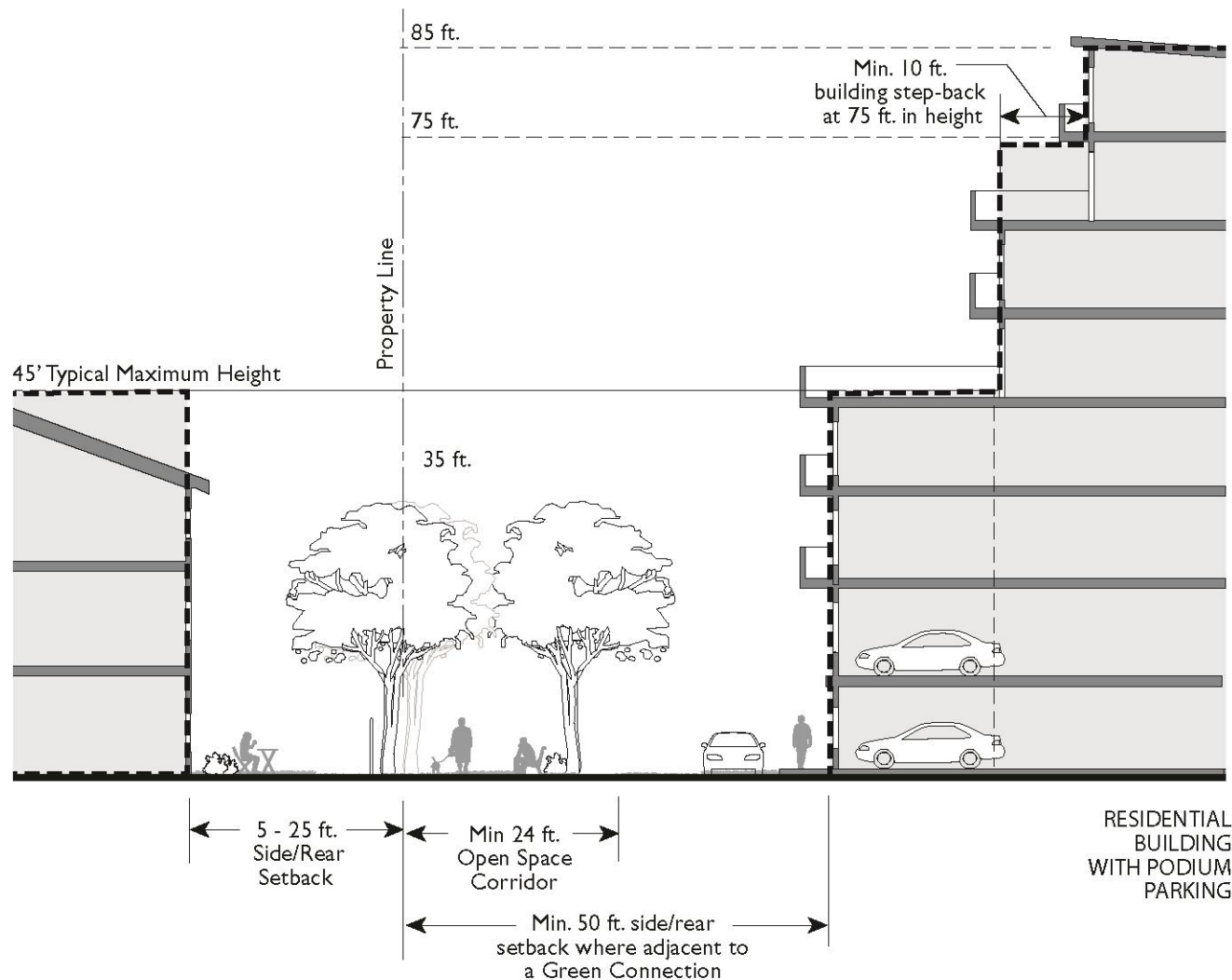
Height Transitions

Urban Village/Urban Village Commercial where adjacent to RM or Urban Residential



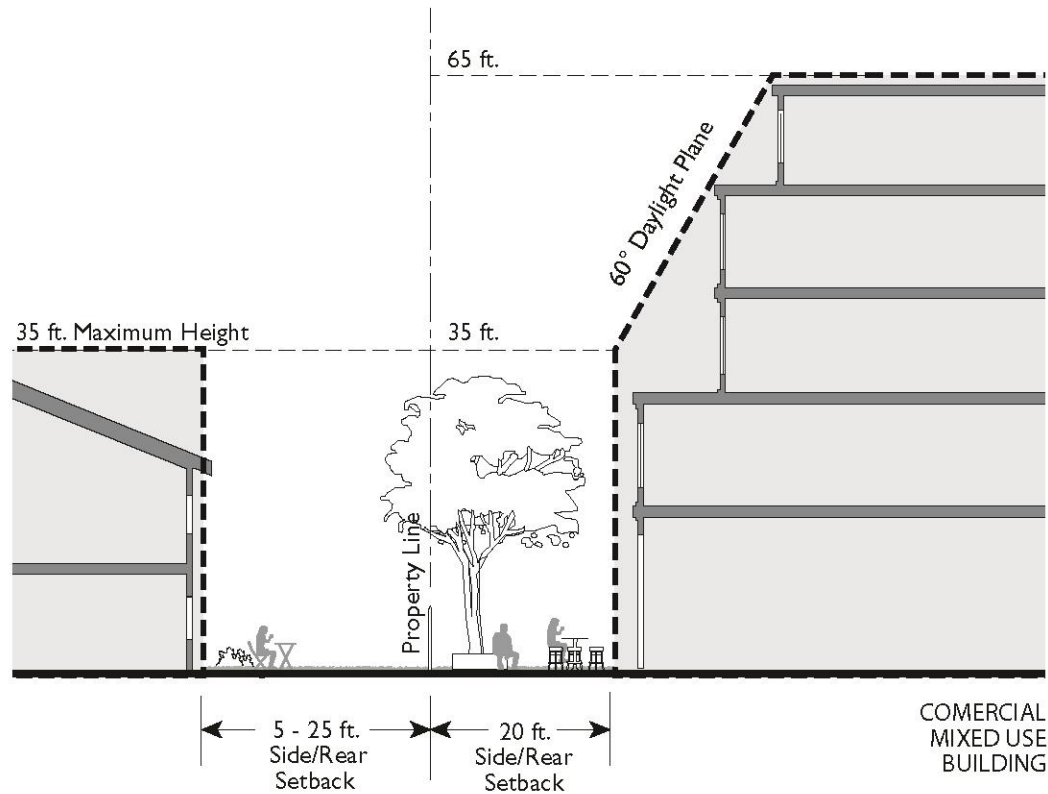
Height Transitions

Urban Village/Urban Village Commercial where adjacent to RM or Urban Residential, separated by a Green Connection



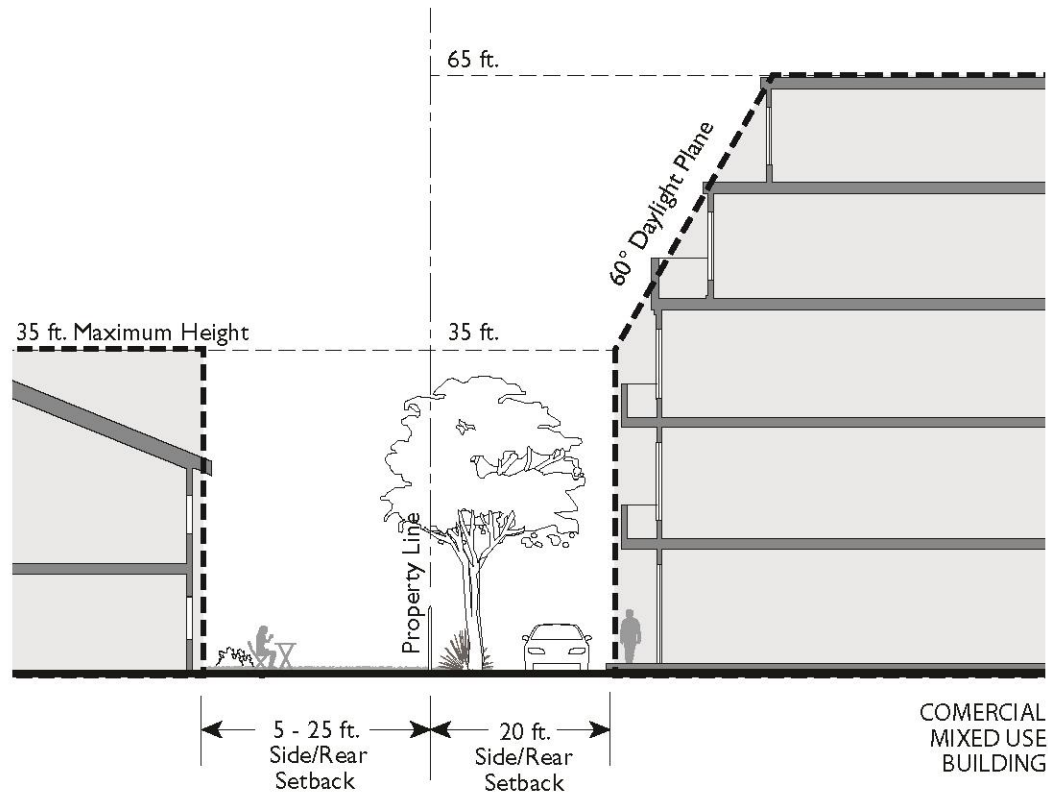
Height Transitions

Neighborhood/Community Commercial and Mixed Use Commercial where adjacent to an R-1 or R-2 district



Height Transitions

Neighborhood/Community Commercial and Mixed Use Commercial where adjacent to an R-1 or R-2 district



Land Use Diagrams Discussion

- Discussion Notes/Consensus

Building Height Diagram Discussion

- Discussion Notes/Consensus

Winchester Boulevard and Santana Row/Valley Fair Urban Villages

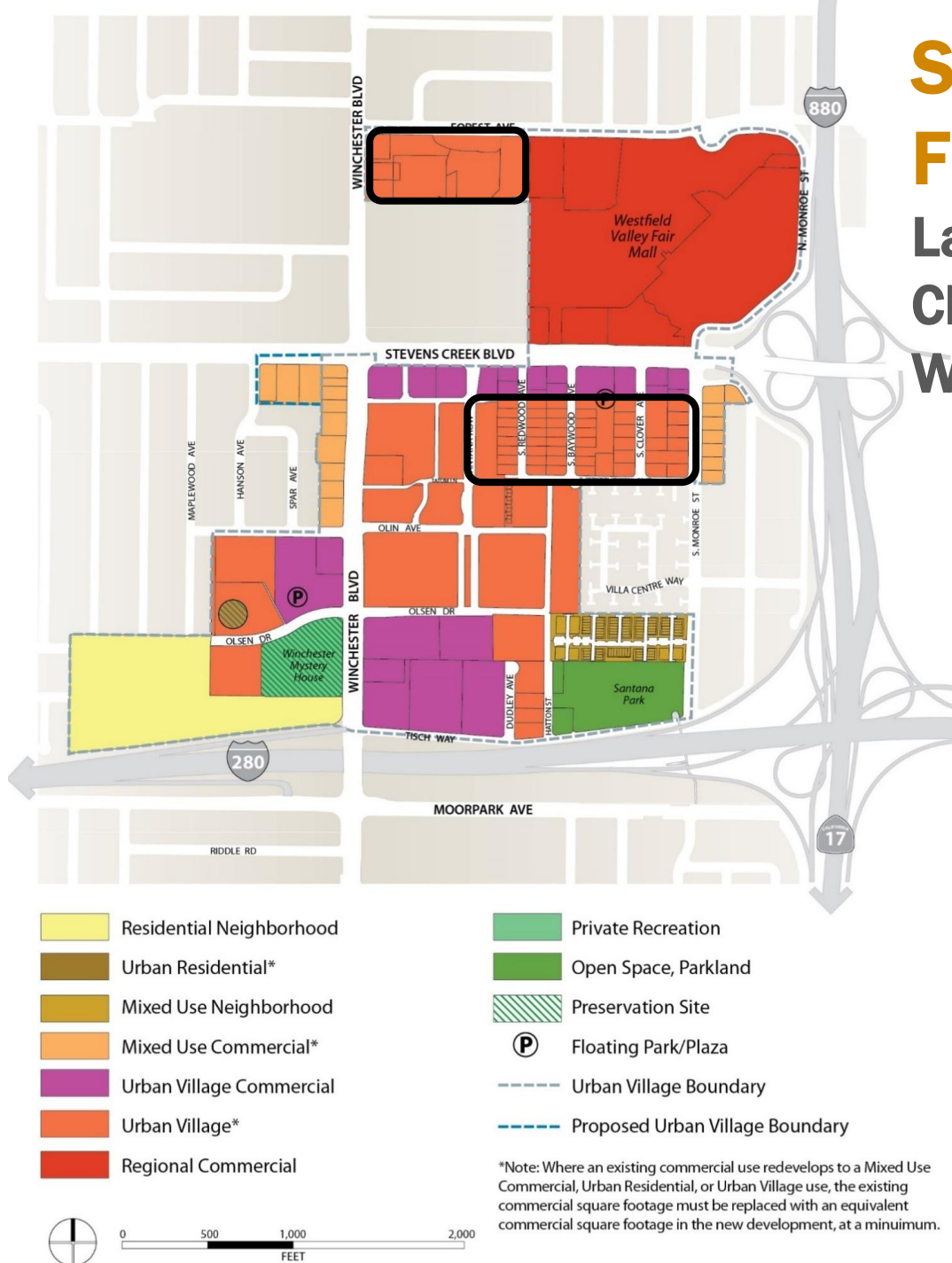


Winchester Advisory Group Meeting #18
December 12, 2016
6:30 pm

Santana Row/Valley Fair Urban Village

Land Use Diagram: Changes since the October WAG Meeting

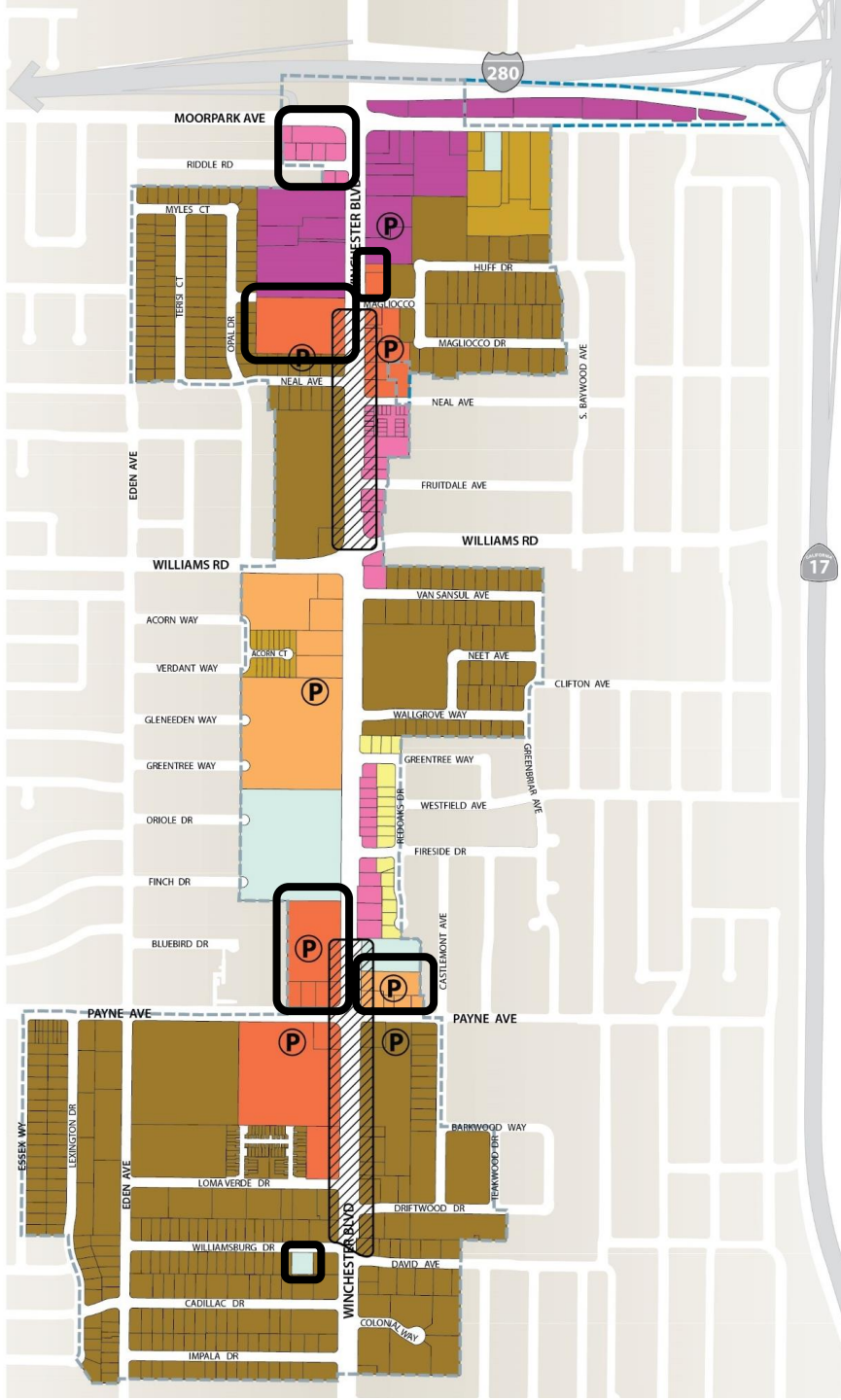
- Increased Urban Village area at Winchester Blvd and Forest Ave
- Increased allowed intensity and range of uses in the area between Hemlock Ave and Stevens Creek Blvd

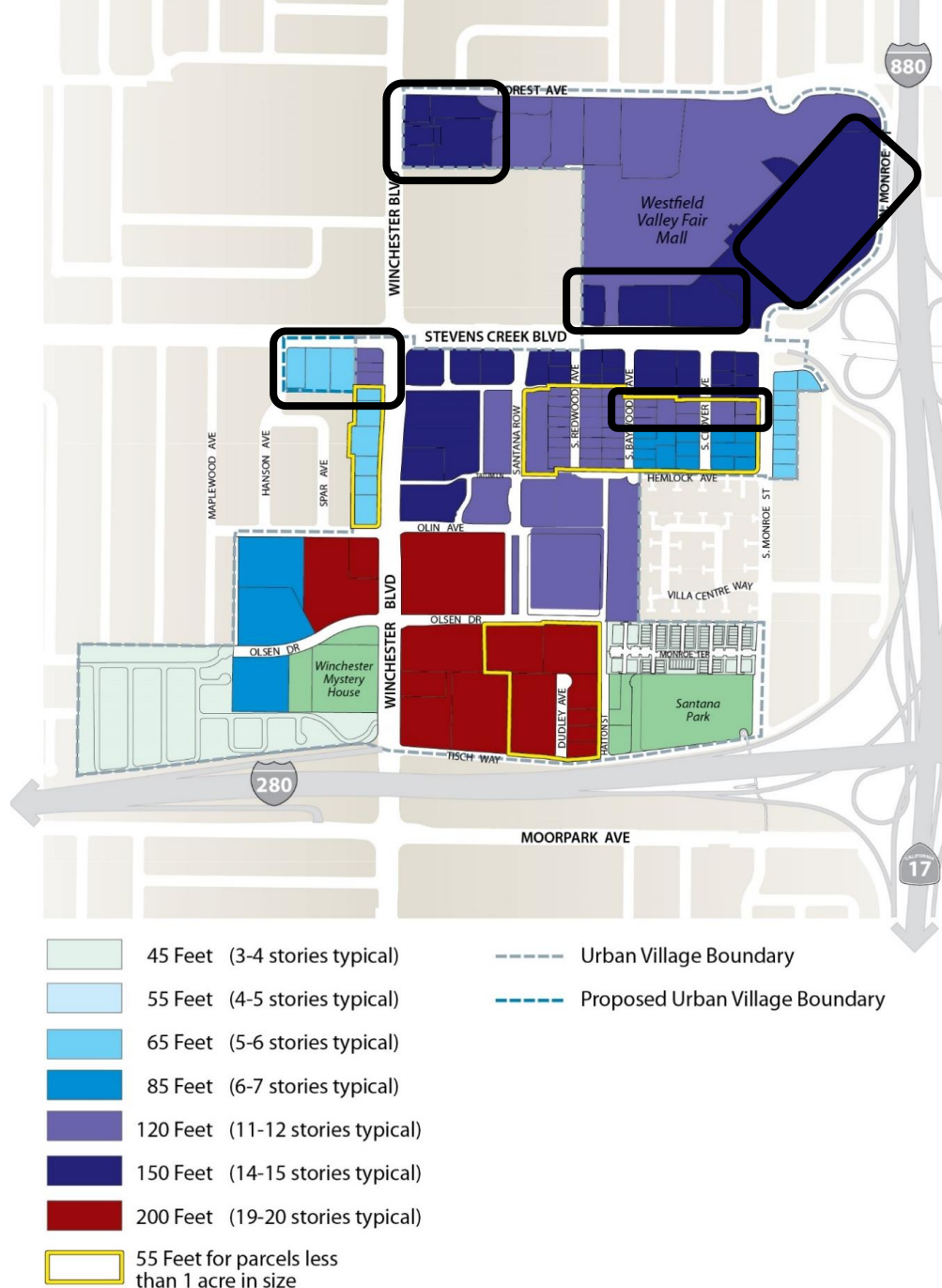


Winchester Boulevard Urban Village

Land Use Diagram: Changes since the October WAG Meeting

- Lowered intensity of southwest corner of Winchester Blvd and Moorpark Ave
- Applied Urban Village designation to more parcels in/near the *Ground Floor Commercial Required* overlay districts (near Magliocco Dr and Payne Ave)





Santana Row/Valley Fair Urban Village

Height Diagram: Changes since the October WAG Meeting

- Increased heights along Stevens Creek Blvd and at the corner of Winchester Blvd and Forest Ave
- Decreased height on southwest corner of Stevens Creek Blvd and Winchester Blvd
- Feathered heights down away from Stevens Creek Blvd toward Hemlock Ave

Winchester Boulevard Urban Village

Height Diagram: Changes since the October WAG meeting

